

# Electrical Merchandising

The Business Magazine of the Electrical Trade

A McGraw-Hill Publication

MAY, 1928

## The Voice of AUTHORITY in Radio

*If ever there was a time* when radio needed the stabilizing influence of an authoritative voice, that time is now.

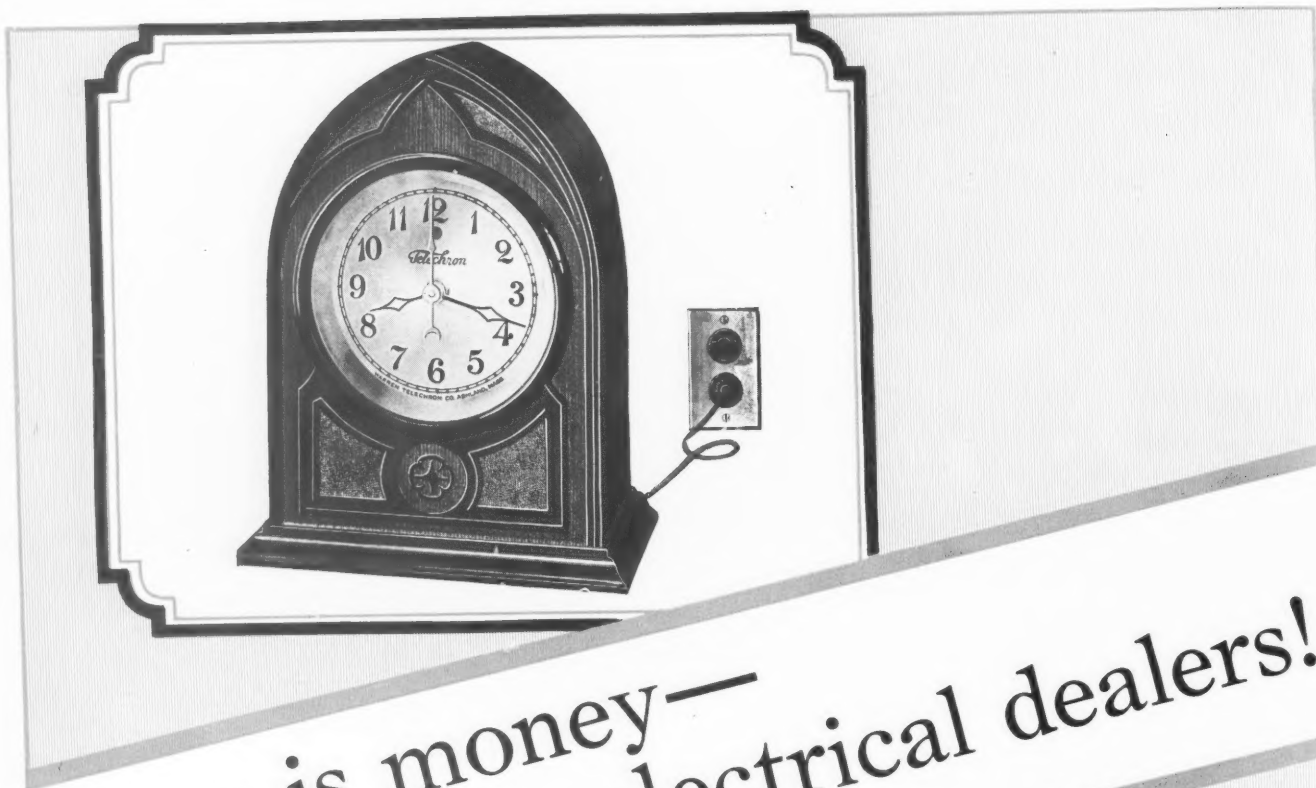
*And it's only natural* that the real note of authority be sounded by that corporation whose experience in manufacture and merchandising long pre-dates the era of radio; whose leadership in American industry has been recognized for over twenty years; whose resources total fifty million dollars; and whose good name is a national byword for dependability!

*Whether you are already selling radio*, or just thinking about it, there is a vital message for you on pages 22 and 23 of this issue. Turn there now and read every word.

### STEWART-WARNER

STEWART-WARNER SPEEDOMETER CORPORATION

Chicago, U. S. A.



Time is money—  
for electrical dealers!

THE enthusiastic reception which the Telechron has received everywhere, unquestionably proves it a most remarkable money-making opportunity for electrical dealers and central stations. This amazing timekeeper plugs into any outlet on a regulated A.C. lighting circuit, and, once correctly set, shows accurate Observatory time. *It never lies!*

Many attractive models, moderately priced. Generous margin of profit to dealers, and practically no servicing required. In 1928, the story of the

## Telechron

### ELECTRIC TIMEKEEPER

is being taken into millions of homes through effective advertising in many leading national magazines—also through Telechron Time broadcasts from many important radio stations. Why not write us—now—for detailed information about the Telechron sales story?

**WARREN TELECHRON CO.,** 21 Main St., Ashland, Mass.  
In Canada: Canadian General Electric Company, 212 King Street, Toronto, Ontario  
Foreign Representative: International General Electric Co., Schenectady, N. Y.

Also available with chime and strike features if desired.

EARL WHITEHORNE,  
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# Electrical Merchandising

The Business Magazine of the Electrical Trade

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## Spotlighting the Outlet in La Crosse

Editor, *Electrical Merchandising*:

**M**AY we say a word regarding the very great importance of the favorable campaign you are putting forth, namely: "Spotlight the Outlet"?

We have for the past year and a half been urging the installing of convenience outlets, via the newspaper route. Not any of the ads were over one column by three inches and they said very few words but something quick, suggesting the installation of "Convenience Outlets."

Our results were far more than we expected, and we had practically one electrician going all of the time putting in these outlets, and the advertising cost was very little, as the ads were run on an average of once each week, on Wednesday evening. We found that Wednesday evening was a good reading night, and we got the best results.

Our local "Electrical League" has been pushing the idea since we have talked about it at different meetings, and this month we have the very good co-operation of the Northern States Power Company here on a very attractive advertising idea, which we suggested at a league advertising "Convenience Outlets" for the League.

J. G. Felton, district manager of the Northern States Power Company here, thought the idea was very good, and with his other good offices, put the idea into effect and we are now having the idea sold direct to every user of light in this city and surrounding vicinity.

Most contractors, we believe, do not realize the importance of a little newspaper advertising and what we have found is that it's just as important to an electrical contractor and merchandiser to keep his name in the paper as it is for the plumbing firm or other stores.

We get more good out of *Electrical Merchandising* than any magazine that comes to our offices, and we can't say enough of the splendid ideas that come to us from its pages.

In the past few years we have sent in several ideas which we thought might benefit some other party, and they have been published and we hope helped some other good contractor.

"Spotlight the Outlet" is one of the greatest things ever done for the wiring contractors, and if they don't step on the gas and get more of them installed it's their own fault.

Wishing your fine organization success in your very fine work, we beg to remain,

Very sincerely,

GEORGE B. BRACKEN,  
Clark-Bracken, Inc.

La Crosse, Wisconsin.

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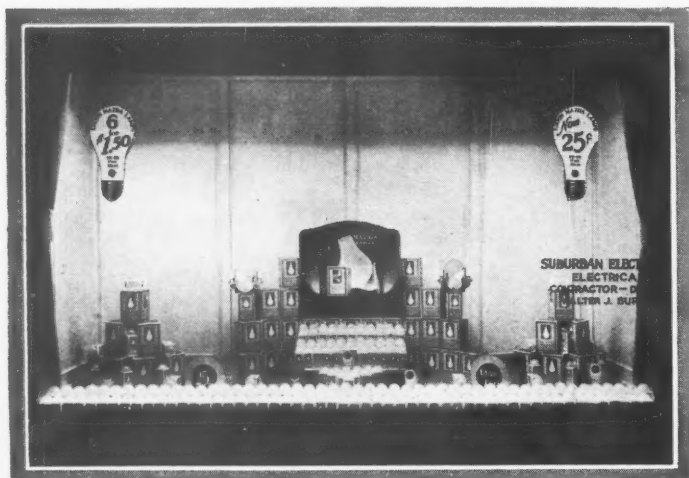
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# *"OUT IN FRONT"*

## *Increased This Agent's Sales 400%!*



*A* LAMP sales total of \$895 for March, 1928, as compared with \$179 for the corresponding month last year, is the record of the Suburban Electric Company, Ridgewood, N. J.

### *That's merchandising!*

Hundreds of other Agents are meeting with equal success. They are applying the principles of the powerful sales plan "OUT IN FRONT" — and are working their cash registers overtime.

## *"Here's The Secret*

of my success in selling Edison MAZDA\* Lamps," says Mr. Walter J. Burnett, store owner, indicating his Edison Merchandiser. "I attribute at least 30% of my lamp sales to this device alone. Backed by the window displays and advertising material of the Edison Lamp Works, it is, in my opinion, the most productive sales aid ever offered by any manufacturer".....

Read the current issue of the Edison Sales Builder for full particulars of Mr. Burnett's merchandising accomplishment, and for further results of the "OUT IN FRONT" Activity. And ask your Jobber's salesman to tell you more about the sales possibilities of the Edison Merchandiser. It will pay you to know!



\*MAZDA—the mark of a research service

# EDISON MAZDA LAMPS

GENERAL  ELECTRIC



## SPRING Campaigns and JUNE Conventions

**B**USINESS continues on the upgrade in electrical appliances. Early Spring campaigns are being reported as unusually successful on heating appliances, as well as on the major appliances. A number of iron campaigns indicate that this useful staple, although higher in saturation than any other electrical appliance, still enjoys a very large market. Once again the fact is emphasized that there is no such thing as saturation. Last month we reported that the first quarter sales for washers and cleaners were higher than the year before. In the news pages of this issue, there are reports from two refrigerator manufacturers showing marked gains over last year. While we have no official reports from the other leading manufacturers, unofficial information indicates that their sales are also well in advance of a year ago. All this points to an unusually active year in the electrical trade for 1928.

\* \* \*

**S**PEAKING of refrigerators, it has been perfectly natural for refrigerator dealer and central stations to regard the refrigerator market as belonging in the upper income brackets. The American working man today, however, is buying in the luxury field. His income is sufficiently ample and sufficiently secure to permit him to buy much of the merchandise and home equipment that would have been out-of-reach luxuries for his father.

On pages 86 to 88 of this issue, there is a very interesting account of how one dealer has profitably gone after this working-man market for electrical refrigeration.

\* \* \*

**W**HETHER or not legalized price maintenance will protect the small merchant and neighborhood dealer against downtown store and the chain store is by no means sure. The question of price maintenance, however, on nationally distributed goods is of great importance. The Capper-Kelley Bill now pending in Congress purposes to legalize the maintenance of a retail price set by the manufacturer. An interpretation by the sponsors of this act appears on pages 94-95.

\* \* \*

**T**HE annual convention of the National Electric Light Association, the biggest single event of the electrical year takes place from June 4 to 8 at Atlantic City. Whatever the attitude of the individual electrical man toward the central station, there can be no question that

central station commercial policy is a dominant factor in the distribution and sale of electrical merchandise. The meetings of this great association are therefore of industry wide importance.

The June issue of *Electrical Merchandising* will be the N.E.L.A. Convention issue. It will be devoted in large part to the problems of central-station merchandising and to an analysis of how central station merchandising can be effective for dealer growth and industry growth. This magazine believes that central station policy should harmonize with dealer prosperity. And this, broadly, is also the viewpoint of the commercial leaders of the N.E.L.A.

\* \* \*

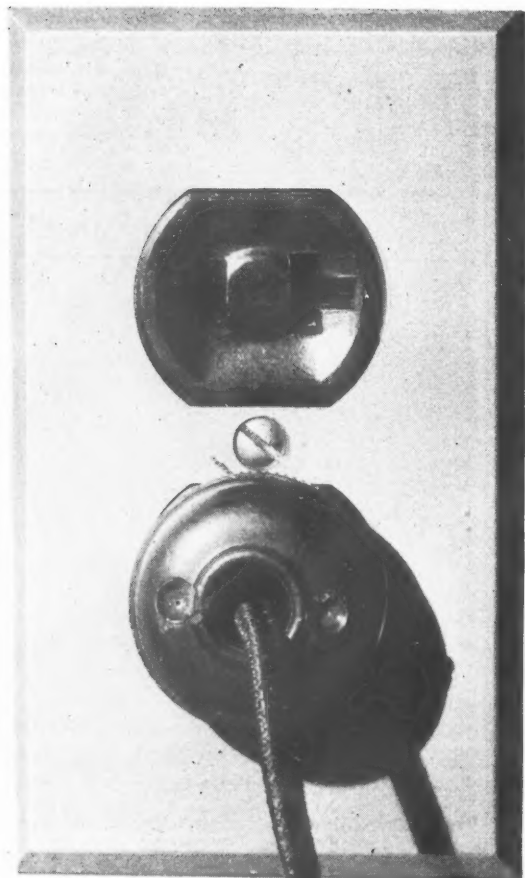
**T**WO years ago *Electrical Merchandising*, with the co-operation of central-station commercial men, made the first survey and report of the annual domestic electricity consumption among residential users. This survey set up a figure of 365 kilowatt hours annual use per residence consumer and proved to be one of the most useful of industry yardsticks. The figure itself was dramatic, calling attention to the meagerness of present utilization of utility service. A year ago, a second survey was made which revised the figure to 400 kilowatt hours a year. Showing a growth during a year's time of about 10 per cent. We are now engaged on our third survey which will be published next month.

\* \* \*

**C**OLOR in the home has become a definite stimulus to sales in many lines, it is transforming the kitchen into one of the most attractive parts of the house. Electrical manufacturers have joined the color movement; electrical dealers are featuring color; showrooms, as well as homes, are more compelling because of it. In the June *Electrical Merchandising*, there will be sales matter of practical interest and some extremely fine pictures of electrical equipment in color and its sale and use in the home.

\* \* \*

**J**UNE gets another mark in the electrical calendar because of the exhibition and convention of the Artistic Lighting Equipment Association to be held at Chicago beginning June 11. At the same time and in the same city is the Radio Trade Show. June *Electrical Merchandising* will carry both fixture and radio editorial matter of practical importance and immediate applicability.



# How to GROW

By EARL

**W**HEN a man is sick—and worried—he's the sickest man in his world. There is no doubt about it. His problem's the hardest there is.

It is the same with an industry. Electrical men at present are worrying because there are not so many houses wired nowadays as there used to be, since only two million homes remain unwired within reach of power lines. And also the wiring in the 17,590,000 homes now connected to the power systems of America, is inadequate. Therefore there are too few idle outlets waiting for work and it is harder to sell appliances. And so the electrical industry is feeling a little sick. There is a slight gnawing at the stomach—something it has never experienced before.

This is worrying all kinds of electrical men. For it means that contractors are doing 30 per cent less wiring jobs than in 1924—and there are 30 per cent more contractors. It means that the manufacturers of wiring materials are being pinched for market and harassed by the kind of hungry squeeze-price competition that comes with over-production. It means that appliances can't be sold so easily as when so many more newly wired homes were rolling in each year. It means that central station residence load does not grow as fast and as easily as it did four to ten years ago. And the jobbers and the other manufacturers of everything that goes to provide electric service also are concerned because after all we are one big family and live more or less by taking in each others washing.

My-Oh-My! What a gloomy picture!

But is it gloomy? Let's look around. Perhaps it's just a phase of life that we're not used to. How is it with the rest of the world?

Well let's consider the building industry. It has recently developed that building has fallen off. There is a lot of unemployment in the building trades. The manufacturers of building materials and equipment are feeling a little gnawing at *their* stomachs too. What do they do? They get busy and look things over. They find that the building and loan associations throughout the country are glutted with money. They find that there are ten million homes that have grown obsolete, yet are worth modernizing. They decide that as an industry they are not sick at all but that they must change their diet. So they whirl in and are right now busy organizing a broad movement to modernize old homes—to hook up the idle labor, the idle money and these homes that are out of date and can't get a good rental. They have tied in everybody that has an interest in making old homes young again, and if they put the spirit and the force into this job that they applied to standardizing the modern bathroom and to changing the entire cottage architecture of America, within our memory, they'll go through with it.

**N**OW, the electrical industry isn't really sick either. We've simply got to change our diet too. We've got to turn from growth by the accumulation of customers with skeleton wiring and minimum equipment to growth by intensive selling of more wiring, more appliances, more light, more service to our existing customers and to sell all new comers on the new scale. There is

nothing about this job that should bluff locally thought out procedure of going where we Weston walking Francisco, some

Everybody called him member, for he was seven thereabouts. An old boy like walk three thousand miles, they he'd kill himself. But Old Man

electrical men. All it needs both and nationally is just a well well organized and orderly starting where we are and want to go—like Old Man from New York to San twenty years ago.

crazy, you'll re-ty years old or that couldn't said — Weston

# By OUTLETS

## WHITEHORNE

fooled 'em because he wasn't planning to walk to San Francisco at all. What he did was walk to Tarrytown and then to Poughkeepsie and then to Hudson and then to Albany and on and on—just pedestriating every day about thirty miles. But he was headed for the coast. He knew where he was going. And he kept on keepin' on. And he got there.

OUR problem is similar. We are headed for the adequate wiring and complete electrical equipment of the American home. And we are going to accomplish this by a very orderly procedure—to wit:

1. *We must sell more outlets into every wired home. That's the first step and that will help the contractor, the jobber and the manufacturer of wiring materials.*
2. *We must sell more appliances into these homes to use in these outlets until complete electrical equipment for labor saving, comfort and convenience is in universal use. That will help the dealer, the jobber and the appliance manufacturer.*
3. *We must sell to the entire American public the luxury, pleasure and economy of reorganizing the housekeeping methods around the use of the housekeeping machinery so that electrical appliances will be more constantly employed. That will build up more load for the power company, and make more market for meters, transformers, poles and everything else needed to provide station and line capacity.*

THAT is all we have to do. And it is no more difficult a commercial problem than many other industries have faced and solved. The question is how should we proceed?

And that is simple also. We are already proceeding. The Industry Sales Conference is at work right now setting up a broad sales plan for the entire industry—

1. *To organize throughout the country, local campaigns to sell more outlets—adequate wiring in every connected home.*
2. *To set up an effective trade extension work that will educate the small house wiring con-*

*tractor to estimate, keep costs, run his business and prosper by competing for quality and adequate installations and not for price.*

3. *To get an adequate pressure of advertising and publicity established so that the voice of the electrical industry will be heard in the land, and the public will take more interest in electrical equipment.*

WE MAY expect to have this program before all branches of the industry for action early this fall. But the Industry Sales Conference cannot do for the individual what he must do for himself. There is the first point that every electrical man and every electrical business must understand. This is *your* problem. What should you do?

The answer is the same for every one of us. "Spotlight the Outlet!" The first need is for the sale of adequate wiring into these 17,590,000 homes that we now have for customers. And adequate wiring means outlets—more outlets—nothing else. And the business of every man in the industry today—whether he be executive, or engineer or salesman for a power company or manufacturer, or a jobber, contractor, or dealer is to *Spotlight the Outlet*. We must think outlets, plan outlets, talk outlets and sell outlets by giving that purpose and direction to our work. For the outlet is the key to future growth not only for salesmen but for the slide rule boys as well.

It will be so simple to do. For when every manufacturer spotlights the outlet in every advertisement and when every salesman who sells anything talks the adequate installation as the prime objective and when every engineer and executive becomes sold on this idea and makes it his responsibility to preach this gospel, there will be no doubt in the mind of John and Mary in their little home, that the important thing is to have enough outlets, so that they can use electrical equipment where they want it.

So let's tackle this job at the bottom. Let's first get sold ourselves so that we can do a selling job. *Let's sell an outlet with every appliance.* Let's talk outlets in every ad. Let's establish outlets with every customer. Let's do it every day. We are not sick. But the time has come when we need a new diet. We need outlets. For the unit of growth for the electrical industry right now is the outlet. Let's grow!



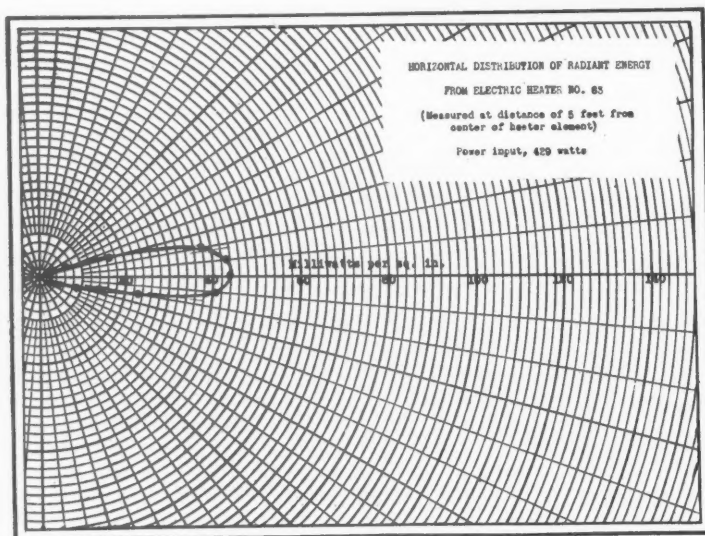


No. 83

# Getting

*Tests show hazard  
and inefficiency of  
cheap appliances*

*This Is the Second Article  
in a Series dealing with sub-  
standard material. The third,  
to be printed next month, will  
report in detail the experience  
of Portland, Oregon, in con-  
trolling the sale of such mer-  
chandise.*



Heaters of above type and make were bought at prices ranging from \$1.00 to \$1.98 each. Reflector is nine inches in diameter, copper plated and polished on inside. Exterior finish is a thin bronze lacquer. Strap iron handle is riveted to back of reflector without any insulation. Guard of No. 10 A.W.G. copper-plated wire, average spacing between wires 3 3/8 inches. (Violation of National Electrical Code, which requires spacing not to exceed 2 1/2 inches.) Bowl held to base by friction joint which becomes loose and allows bowl to fall back as shown. Element is mounted upon two studs which project through the reflector. Easily renewed but of a special type not found commonly in retail stores. Cord is 56 inches long, No. 18, rubber covered twisted, covered with coarse cotton braid. (Violation of National Electrical Code.)

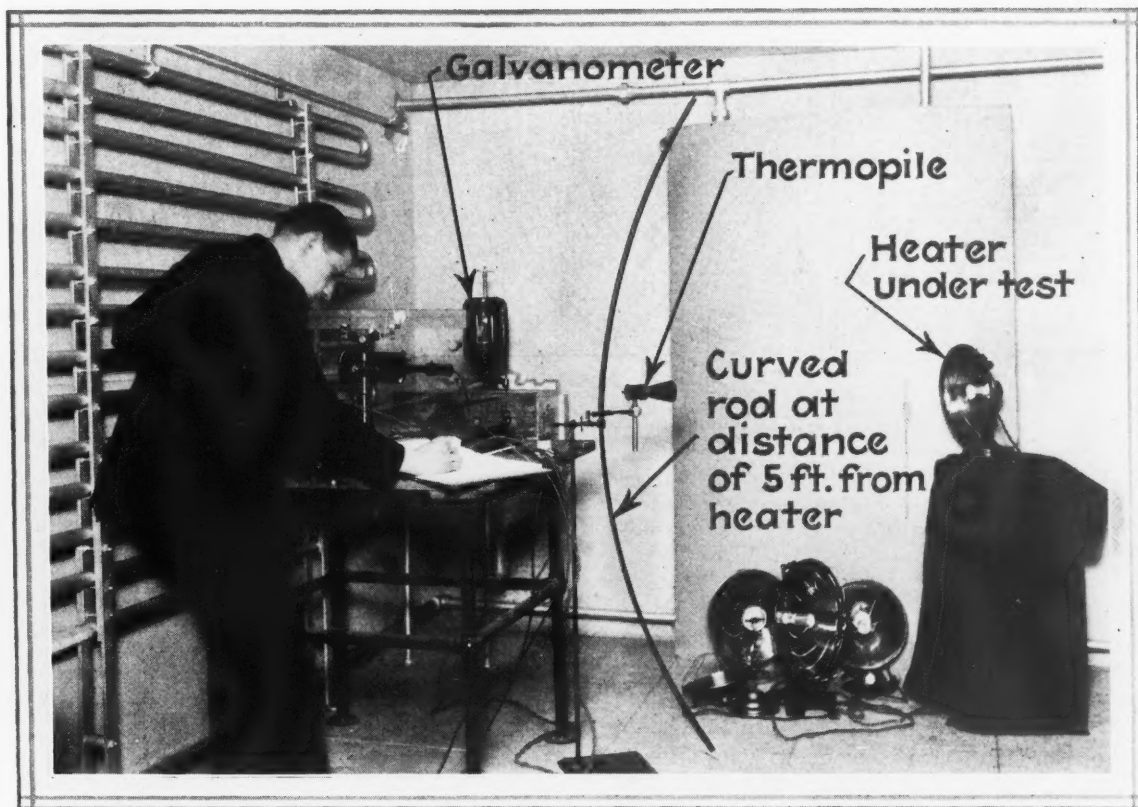
**T**IME was, and not so long ago, when there were few, if any, heating devices being offered the public that were not within the reasonable requirements of the Underwriters' Code. The performance and mechanical construction of all such appliances were good.

But, as electrical heating appliances have developed into the class of staple merchandise, there has been a change. First came a broadening of the retail channels for this merchandise. Drug stores, chain stores, and bargain basements all want goods to sell at a price. Electric stoves, toasters, percolators, bowl heaters were just "goods" to them. "Make 'em cheap enough," was the demand of these retailers, "and we will sell 'em." Established manufacturers of heating appliances with a reputation to sustain declined to cheapen their products to the point demanded. New manufacturers have come forward to fill this demand, however, and have engaged each other in a toboggan skidding contest for the bottom price.

These new manufacturers may know that because of the very nature of the merchandise, the quality of electric devices can not safely be sacrificed to price, but if they do they disregard such considerations. Their procedure seems to be to take designs developed by reputable manufacturers of good mer-

# The FACTS

By  
L. E. MOFFATT



(Above) The equipment used at the Electrical Testing Laboratories to determine radiant efficiency. (To the right) Graphic chart of heat distribution by a bowl heater of standard make used for a comparison with sub-standard heaters.

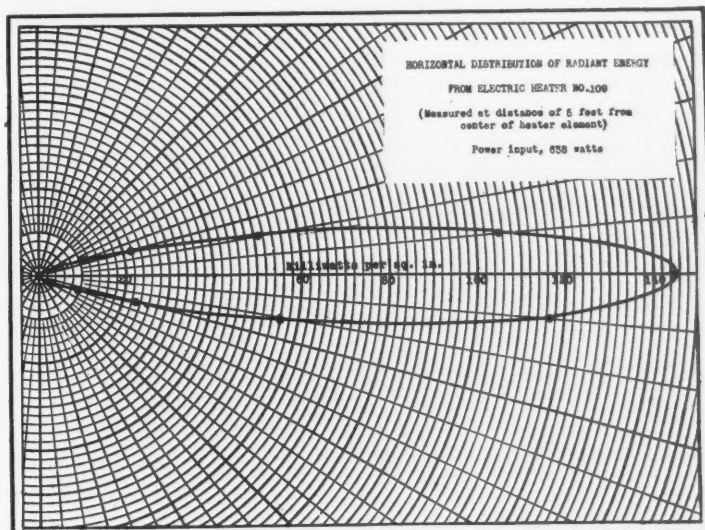
chandise and accepted by trade and public, and to approximate these designs by cheapening construction in every way. Thin stampings, rough edges, unfinished parts, insufficient insulation, poor finish, cheap rubber insulated cord without the asbestos braiding required by the Underwriters, high surface temperatures, general disregard of the input rating, all these result from the effort to get the prices down. Because why?

**B**ECAUSE, it is claimed, the public wants cheap merchandise.

But does the public want a fire and personal safety hazard? Does the woman who buys a cheap stove want to scorch her table top or table linen? Does she want at any price a toaster which she can't operate without burning her fingers?

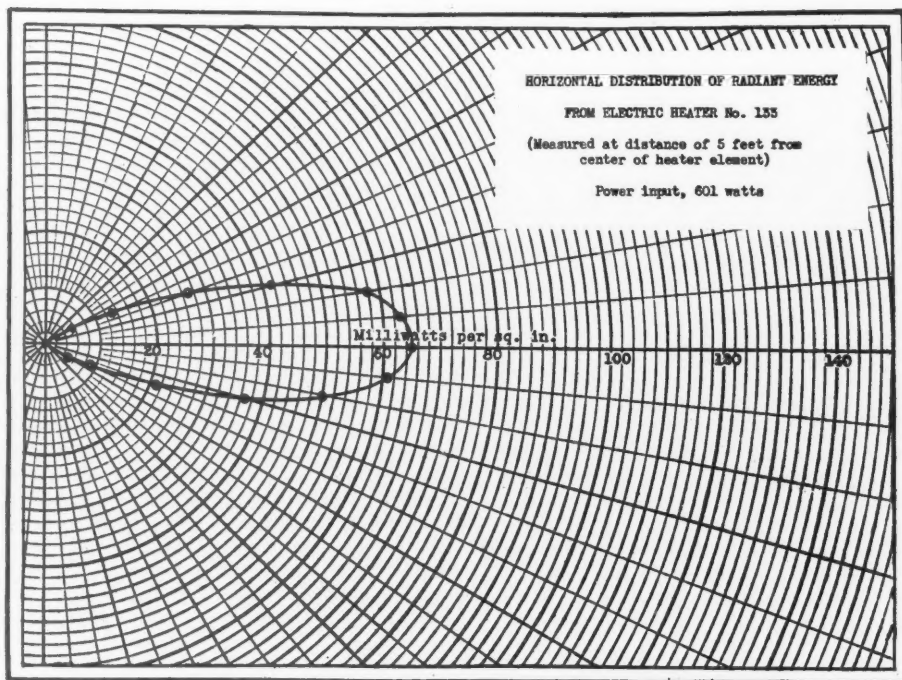
Unfortunately the user cannot judge the value of these appliances before purchasing.

Here in a store, for example, are two bowl heaters. One is priced at \$5, the other at \$0.50. Apart from the difference in finish and appearance, how can the purchaser judge of their comparative merits? The clerk doesn't know any more about them than the purchaser. The department manager who



The method of testing used by the Electrical Testing Laboratories was based upon the supposition that a radiant heater is designed to throw radiant heat in a particular direction. Theoretically a heater drawing 660 watts from the lines should throw as much heat into the room as any other heater using the same amount of energy, and the shape or size of the reflector and the construction of the device can only alter the direction in which that heat is delivered. Since radiant heaters are designed to apply the heat in a certain direction, then, we can indicate the degree of efficacy of the device by measuring the amount of heat which is actually radiated or reflected with reference to direction. This extent of radiated heat is shown on the accompanying graphs.





Samples of heater shown above were bought at fifty cents and a dollar in several stores. Reflector is  $11\frac{1}{2}$  inches in diameter. Guard of copper plated wire is spaced five inches between guard wires. (Violation of National Electrical Code.)

Element replaceable but not of commonly procurable type. Cord is  $4\frac{1}{2}$  feet long type C rubber covered. (Violation of National Electrical Code.) Copper-plated bowl, painted base, crude construction and finish.

bought the goods doesn't know. But unknown to the buyer, the salesman and the user the fact is that the fifty-cent heater should be labeled "Dangerous and inefficient."

The trouble with this sub-standard appliance situation has been this lack of facts. Electrical performance is not visible to the unaided eye. It can be determined only by test. And tests to determine the character and quality of electrical heating appliances cannot be easily applied by the merchant purchasing them, even if he wants to test. So, it has been easier to take it for granted that these appliances "are all right for the money"; and that the difference between the cheap unbranded device and the device made and guaranteed by recognized manufacturers, is a difference in finish and workmanship and not in efficiency and safety.

The public accepts the merchant's or his clerks' assurance that "they are all right for the money," because it has only the haziest of notions on what constitutes electrical quality. Due to the prestige built up by the sale of large numbers of good, durable and safe appliances, the average buyer believes that any electrical device gives an efficient and safe service. Therefore they have bought cheap devices because the price was attractive, because they wanted electrical appliances and because the store that sold them had a reputation for selling reliable merchandise.

NOW, when the buyer cannot judge quality for himself, there is a moral obligation on the merchant to make sure that the product is either of a decent quality or that it is plainly marked as to its true character. And when, as with electrical appliances, there is a hazard in poor construction, the merchant has not only a moral responsibility, he has a legal responsibility as well. In awarding judgment in any action to recover for damages sustained by an infant through the alleged defective insulation of a cord, the Court of Appeals of Lucas County, Ohio, November 28, 1927, held as follows:

"The manufacturer of an appliance which, if defective in construction will become inherently or imminently dangerous, when used for the purpose for which it was intended, owes a duty to the public irrespective of contractual relations. A tool, machine or apparatus for use in the home which employs electricity is such a dangerous instrumentality as would require the manufacturer or seller to use ordinary care in the manufacture and inspection to the end that the article may be insulated as to be reasonably safe for use."

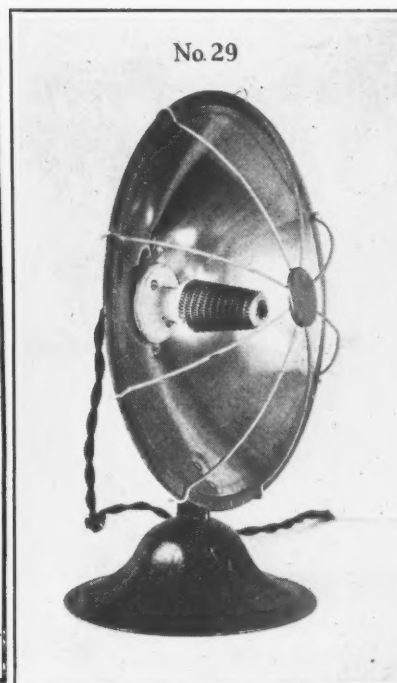
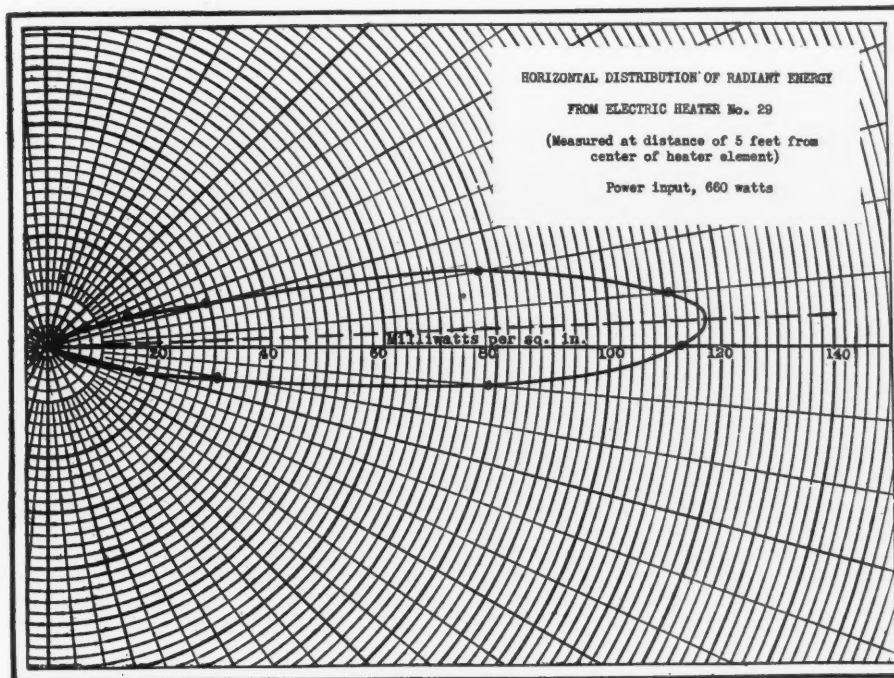
AS TOLD in last month's *Electrical Merchandising*, this publication has been buying sub-standard heating appliances for test. These appliances were bought only in good stores—stores with a reputation for quality merchandise. Several samples of each device were purchased and sent to the Electrical Testing Laboratories for analysis and test. These tests and analyses have been made for three factors—hazard, efficiency and durability. The results of the tests on toasters and table stoves were published last month.

Because of the universal usefulness of the portable electric heater and the constant demand for heaters of this type, it has been one of the items most persistently cheapened. We purchased sub-standard bowl heaters at prices ranging from fifty cents to \$1.69. The graphs and digested reports of the tests on these heaters are shown on these pages.

In general the results of the heater tests are very similar to those on toasters and stoves. These cheap heaters cannot be compared in efficiency to the standard heater.

Cords were in all cases found to be type C rubber covered cord, whereas a type H asbestos braided cord is required by Underwriters' rules. The elements, while replaceable, were not of the standard screw base type. Heater wire was good, the elements showing up well in life tests. Other construction and assembly, however, was so poor as to indicate that the useful life of the heater could not be judged by the burning hours of the





Samples of the above heater were bought for \$1.65 and \$1.69 each. Reflector is 10 inches in diameter, dished two inches in center, copper plated and polished. Space between guard wires is  $3\frac{1}{8}$  inches. (Violation of National Electrical Code).

Cord is type C rubber covered. (Violation of National Electrical Code.) This heater is more efficient than the other sub-standard heaters. Element can be renewed but is not of an easily procurable type. Construction crude and finish poor.

element. Construction is poor, metal thin and parts rough. The wire guard, which the Underwriters' Laboratories require shall have openings spaced not more than two and a half inches between guard wires, was another rule disregarded by all these devices. Guard wires are too widely spaced to provide the needed factor of safety in preventing objects from coming into contact with the glowing element.

Handle temperatures were uncomfortably high.

In the case of one heater, the bowl was held upright on the base by a friction joint, as shown in the illustration. This joint quickly becomes loose and the bowl cannot be maintained in its upright position unless it is propped up, which would be the likely expedient in most homes and an added element of hazard.

One of these heaters bought for \$1.69 has a fair efficiency in radiant distribution and the element is made of good wire. But it is poorly put together, poorly finished and has a cord and guard that violate the Code.

**E**LECTRICAL heating appliances cannot be safely cheapened to the point represented by these devices. Whether or not it is possible to reduce the prices of high-class heating appliances below the present level by large scale production, we are not prepared to say. It is well worth pointing out, however, that over a period of years, there has been a steady decrease in the selling prices of well-made, well-designed heating devices. Manufacturers have developed production economies which have brought reductions in price. They have striven to provide moderately priced and still well-built merchandise.

This development toward lower prices should and probably will continue. But it must not be at the expense of safety, durability and efficiency.

Sub-standard merchandise will work an injury to any merchant who lends his good name to selling them. No matter who sells them they work an injury to the electrical industry. Electrical service in the home must not

be so misrepresented. It must be prevented in the interest of both the power companies and the electrical dealers, and also, in the interest of the department stores, drug stores, hardware stores and others who have, in the main, been the channels through which this merchandise has passed.

A high-grade department store that maintains a jealous standard of value as applied to wearing apparel, furniture and other lines, should not so relax its standards as to handle electrical goods of poor character. We do not believe that they willingly or wittingly continue to do so. We believe that the facts have only to be called to their attention for them to institute the necessary watchfulness on electrical as well as other merchandise.

This is also true of the hardware trade, who have a high standard of quality in the merchandise which they know—in tools for instance. Chain stores also have standards which can be appealed to.

**B**UT, on the other hand, there are also many irresponsible retail merchandising outlets. Because of them we cannot control the sale of sub-standard appliances by merely relying on the good faith and watchfulness of the retailer. It may be necessary to actively enforce the code rules and restrictions. The agencies of enforcement will differ in different localities.

The industry is now beginning to work on this problem. Already committees have been appointed by several local organizations and by at least one of the major associations. Portland, Oregon, has had for several years a regulation through city ordinance that has very effectively controlled the situation. Other cities have similar proposed plans.

It would be easy to over-rate the danger from the sale of cheap devices today. But it will be increasingly difficult to deal with them tomorrow. Delay in taking action will benefit nobody but the manufacturer and dealer reckless of the public interest.

# Selling Ranges in

How A. B. Collins  
employees in range

By RAY V.



4,600 satisfied range users are a fruitful source of prospects. The house organ "Pointers" keeps all employees interested in the day-to-day progress of selling events.

THERE are not quite 70,000 residence meters in the 200 towns served by the Alabama Power Company. As of Feb. 1, 1928, there had been placed on its lines 4,630 electric ranges, according to A. B. Collins, commercial manager. Forty-six per cent of these 4,630 ranges were sold during the past 18 months or since, and this is significant, Collins established his policy of giving every employee the substantial incentive of 10 per cent commission on every sales transaction completed by said employee.

"This quite worthwhile commission has," he states, "produced a continuity of effort, a degree of genuine salesmanship and a strengthening of morale never before experienced."

"I have had my full share of experimenting with the one to five dollar 'bonus' for leads, 'pep' meetings and all the other customary devices for securing the non-sales department co-operation of employees," he declares, "but it was not until I made the inducement really worthwhile that I realized the many benefits of such a plan. 'Money talks.' For example: Gross merchandising volume for

1927 was \$804,000 of which amount the 'average employee,' 600 in number, contributed \$396,000. This same ratio holds good for electric ranges.

"Another illustration: We had a manager on one of our smaller properties who showed so little interest in his work that he was being considered seriously for dismissal. Along came the 10 per cent commission plan. This man almost immediately showed marked signs of getting a better grip on his maintenance job. He started also studying the talking points of the minor appliances; we recommend this as the initial step to all our ambitious workers. Before long he was trying his hand at electric ranges. His first sale, which netted him a clean \$20 bill, pointed the way. It was a revelation to him of the money making possibilities in a small town. Today this fellow is, I am told, one of our best local managers. What is more he is also one of my most productive range salesmen. He is now averaging an added income of slightly over \$100 a month in addition to the salary he receives as local manager and is as reliable and efficient a man as you could wish for.

"This illustration, while somewhat extreme, is indicative of what has happened. The men and women are taking this matter of employee selling seriously. Five range salesmen have been developed, during the past year, from the ranks and transferred, for full time service, to the sales department."

COLLINS attributes much of the success of his January range campaign, when his department sold, in a usually dull month, 126 of these major appliances in 20 working days, to the enthusiasm, backed by a competent knowledge of the product, which this 10 per cent clause has engendered. The 1927 sales record for January was 62 ranges.

In this recent instance the bogie was set at 100 electrics. The ranges were sold at the manufacturer's published list prices, plus an installation cost averaging \$40. A six per cent carrying charge was added for the list price. A down-payment of \$5 was the only special inducement offered.

Referring to this latest intensive selling effort Mr. Collins says:

"The method used in conducting this campaign consisted in issuing to the field forces, and to every employee, a mimeographed plan book. There are four main sales divisions reporting to Birmingham headquarters. A chart, showing the results by weeks of each division was not only maintained at headquarters but was reproduced and mailed weekly to every salesman and every 'side line' employee. We published a sales bulletin at frequent intervals called 'Pointers.' The chief contact

# 200 Towns

*enlists all Alabama Power activity over wide territory*

## SUTLIFFE

and inspirational work of a personal nature was left to the field supervisors."

Although it is too early to give the results of Collins' present campaign, which started April 15 and will close May 31, the special features of this drive, which, it is expected, will be the biggest in the history of the Alabama Power Company, merit attention. They are as follows: Quota 777, ranges to be sold at list prices, \$5 down and 18 months to pay, terms accommodation at the rate of six per cent per annum, \$10 allowance on old stove, a \$10 set of aluminum with each electric range, and a \$5 gold piece to every range owner who assists in the sale of a range. The regular 10 per cent employee's commission will, of course, apply.

A letter has been sent to the 4,500 present range users together with a unique sheet of perforated "prospect coupons." Range owners must obtain the signature of the prospect in order to qualify for the \$5 commission. This has been required to avoid duplication of prospect names. These impressive coupons read as follows:

"I have talked with my friend whose signature on this certificate and have learned from her of the wonderful results obtained in cooking electrically. I would like to have one of your representatives call and explain your easy payment plan and terms. It is my understanding that if I buy a range during the period from April 15th to May 31st I will receive free a \$10 set of aluminum ware."

**B**ECAUSE of the unusual size of the employee commission and a more than ordinary possibility, therefore, that it might act as a disturbing influence either on the morale of the regular sales force or on the efficiency of the non-sales department employee in the performance of his or her regular duties, Mr. Collins was questioned specifically on this subject as follows:

"Do these 'ten-percenters' obtain prospects and sales which, nominally, belong to your regular salesmen and would be contacted by these latter individuals anyway in due course? If so, how do you pacify them?"

"Occasionally, yes—answering the first part of your question. However the general employee and the salesman both file prospect cards. This practice has reduced disputes as to 'who saw him first' to the point where any misunderstandings that do arise are easily ironed out by the local manager. Remember, also, that we have many small towns not under the constant surveillance of a salesman.

"Actually, and we now have had 18 months' experience in this, the salesman gains far more than he loses and is consequently a booster for this plan. Here's why: The general employee frequently gets an obscure pros-



**A. B.  
COLLINS**

*Commercial Manager,  
Alabama Power Co.,  
Birmingham, Ala.*

*Mr. Collins is chairman of the Range  
Committee, N.E.L.A. Commercial Section*

pect pretty well warmed up but just can't seem to close; this is especially true of ranges. In instances of this nature the more experienced salesman in brought into the picture and the 10 per cent commission is split. This adds nothing to our selling cost but it does augment the income of the field man, to the extent that it is a common occurrence to find a regular salesman encouraging and training other classes of employees in the selling process.

"The added income makes for a more loyal employee. These persons are wise enough not to jeopardize their job, but rather work all the harder. Because they have a broader interest in the company's activities they take a greater interest in their own specific task. Much of the selling is best done outside of the regular working hours. The department heads tell me, with few exceptions, that they favor the plan because they have noticed that those under them who sell the most are also the most efficient at their regular job. If an employee shows unusual selling ability he is graduated to the sales department. Thus there has been set up a sort of 'training school' which is right now supplying me with 50 per cent of my replacement sales material."

Enumerating the advantages of an adequate commission for "general" employees, Collins emphasized again that factor, "sustained enthusiasm."

"Electric ranges, while suited to campaign methods are, in the final analysis," he declares, "a product which should be pushed throughout the entire year. Employees, especially in the smaller communities, must be relied on to maintain the steady flow of live leads on ranges. My 10 per cent commission policy has not only accomplished this objective but has created an enthusiasm and a desire for a more comprehensive knowledge of electric cookery which has resulted in a substantial volume of signed orders turned in by members of the production, maintenance and clerical departments."



# Let Congress Investigate

By FRANK

LET'S have the dirt.

Let's not permit the politicians and jobbies in Washington to run a phoney inquiry into the sins, infractions, offenses, misdemeanors, transgressions, iniquities, wickedness, wrong, viciousness, delinquency and felonies of the electric service industry. Let's not permit them to apply the sweet-scented whitewash to these ravagers of the peepul. Let's go all the way down into the cesspool and wallow in the stickiest and corruptest filth we can find.

*Electrical Merchandising* advocates that sort of investigation.

SO FAR the investigation of our industry seems to be going only half-way.

Frinstance, nobody in Washington so far has brought out the terrible, the tragic truth which might well be entitled "The Crime of the Cleaner."



*A mouse is afraid of me*

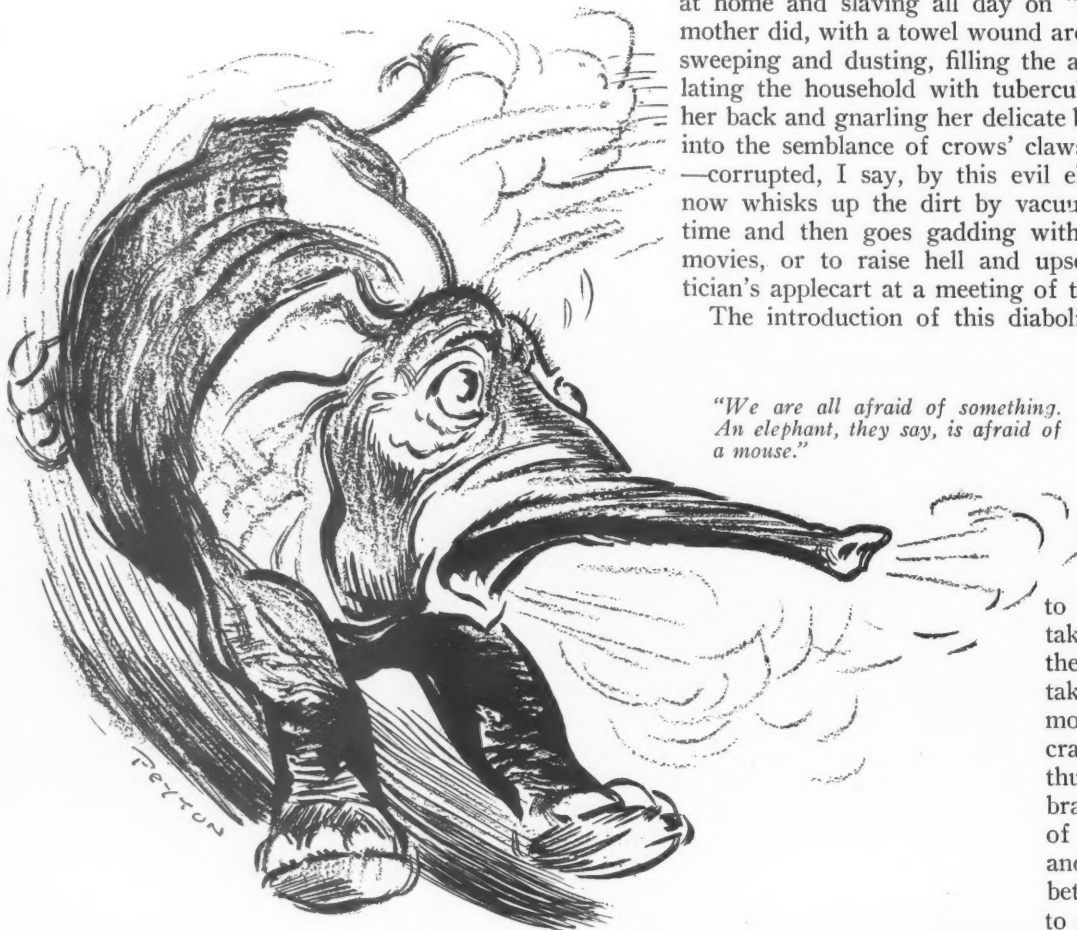
It seems that the utilities have expended some of the money mulcted by them from the public in a nefarious plot to put over a contraption called a vacuum cleaner. This Machiavellian device is priced thirty to fifty times as much as the good, old, moral broom which our sainted grandmothers used, hence its purchase by the public has raised the cost of living and added another burden to the bowed back of the working man.

It has corrupted our womankind. Instead of staying at home and slaving all day on "cleaning day" as our mother did, with a towel wound around the hair, blithely sweeping and dusting, filling the air with bacilli, inoculating the household with tuberculosis germs, straining her back and gnarling her delicate but dirt-grimed fingers into the semblance of crows' claws, the modern woman—corrupted, I say, by this evil electrical mechanism—now whisks up the dirt by vacuum in a few minutes' time and then goes gadding with the children, to the movies, or to raise hell and upset some worthy politician's applear at a meeting of the P. T. A.

The introduction of this diabolical machine not only has added a burden to the already over-taxed householder, it has not only led our women astray from the dirty broom - drudgery which they were intended by nature

to perform, but it has taken the germs out of the carpet and hence has taken them out of the mouth of the baby who crawls on the carpet, thus depriving the little brat of his daily ration of disease-infested dirt and forcing upon him a better chance to grow up to sturdier manhood.

*"We are all afraid of something. An elephant, they say, is afraid of a mouse."*



# Central- Station SERVICE

B. RAE, Jr.

Its use, according to most conservative estimate, swindles each woman who owns one out of an average of not less than two hours' broom wielding a week, thus cutting down her exercise. In the course of a normal lifetime of housekeeping, this means that she is deprived of a total of something over a year and a half of constant sweeping, eight hours each day—Saturdays, Sundays and holidays included.

And what price? Ah!—here we get a peep behind the curtain and see the grasping, gold-crazed utility operators gloating over their ill-got gains!

For releasing a woman from a lifetime of broombondage the electric utility mulcts her in the horrendous sum of one-half cent per day!

The fact that an "average" American household lacking a vacuum cleaner pays between \$57.90 and \$101.53 more per year in money or labor for cleaning than the same home electrically equipped, is beside the point. The investigators of the utilities are not in any way interested in what the householder saves in money, nor what his wife and family save in labor, nor what the home as a whole gains in comfort, leisure, health, happiness and higher living standards. What concerns them is the fact that for this service these vicious, these unprincipled, these demagogue-condemned utility fellas are getting half a cent a day of the public's money!

Vociferous senators who have the knack of spoofing the newspapers tell us that this is too damn much.

\* \* \* \*

LET the investigation go further.

As we said before, *Electrical Merchandising* wants the whole revolting truth revealed. It is only by uncovering the fester that the sore may be cured.

These utilities have devised another scheme of gouging the poor public.

In this next racket, they employ a dingus called a washing machine. By using this electric machine the housewife who does her own washing for a family of three is deprived of about a hundred and fifty hours a year of back-breaking labor, she is flim-flammed out of a nasty, menial task, her health is improved, her doctor-bills reduced, her family relations are more normal, her appearance, temper, and outlook upon life are all immeasurably bettered, and on top of that her provider is saved something worth saving in U. S. gold coin, every year.

This sounds innocent enough, but let us dig deeper for the underlying crime.

Hidden away in the figures which reveal certain alleged advantages of the electric washer we find cleverly concealed the foul evidence of our industry's corrupt practices. The washing machine, we learn, pays the utility \$1.56 per annum for energy, gross!

In order that you may picture the palpable unfairness of this charge, we may explain that at the end of fifty years of using the electrical washing machine every week, the owner would have saved over 7,500 hours, or a thousand working days of drudgery, and the utility would have received for energy about the price of a second-hand model T flivver!

This is robbery!—plain mask-and-gun hold-uppery!

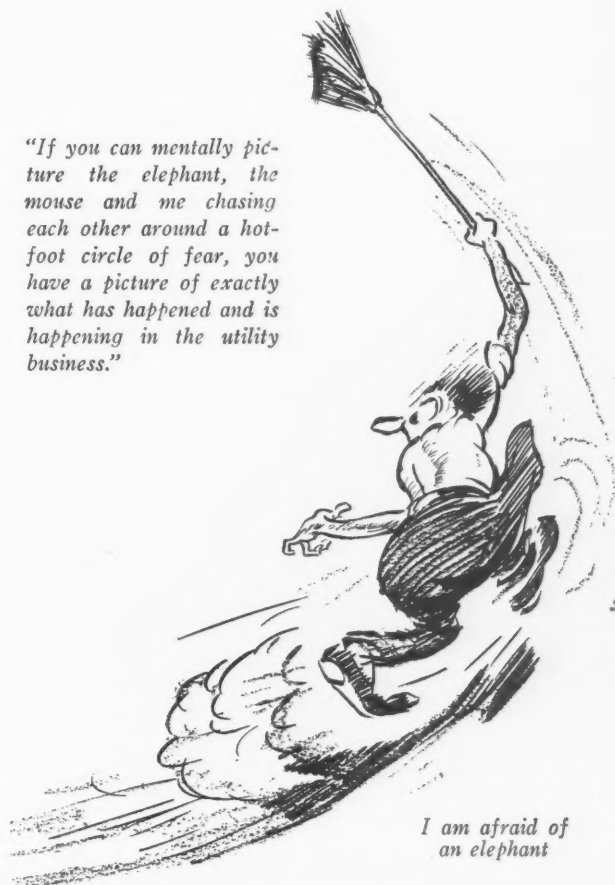
We should not only take away the power plants and transmission lines from these utility banditti who thus despoil the public; we should line 'em up against the wall in front of a firing squad and make 'em listen to a senatorial speech.

\* \* \* \*

THE investigation which *Electrical Merchandising* advocates should go on and on, following these trails of wrong-doing, piling up the evidence of evil.

The dishwasher, saving the housewife 73 minutes a day according to careful time-studies, pays the utility stick-ups another \$2.08 per year—which is balanced by

"If you can mentally picture the elephant, the mouse and me chasing each other around a hot-foot circle of fear, you have a picture of exactly what has happened and is happening in the utility business."



I am afraid of  
an elephant

the housewife's savings in dish breakage, but the investigators won't count that.

The ironer, saving her some of the time and most of the labor required to do the work manually, pays the gas and electric highbinders \$10.00 more than if the same job were done with a sad iron.

Other appliances add to the mounting tribute wrung from the helpless public by these soulless monopolists.

Fellas, unless we curb them, and quickly, our country is headed for hell.

\* \* \* \*

**H**OW are we going to do it?

The all-wise log-rollers in Washington, out of their wind-belching wisdom, propose to solve this problem for us.

The way, they say, to control the utilities is to hammer their rates to the point where they have only just enough net income to enable them to contribute adequately to the party campaign funds (both parties, of course—75% to the “ins” and 25% to the “outs”).

This will automatically effect two reforms.

In the first place, it will so hamper the utilities that they cannot extend their service into sparsely settled rural districts and the beneficent result will be that the farmers will go on pumping their water with a windmill or by hand; they will cut their feed by turning a crank; they will cook on a wood stove or with kerosene; exist without refrigeration; wash, iron and clean by the sacred methods evolved in the Dark Ages, and read—if they're not too tired to read—by the illuminant made famous by Abraham Lincoln.

In the second place, reducing electric rates will prevent the utilities from advertising. This is the great reform sought by the politicians.

Advertising is education.

The idea of the politicians is to prevent the American public from becoming educated to the value, service and benefits of electricity. They patriotically contend that our women should continue to ruin their bodies by coarse labor with broom and scrub board—the children to ruin their sight by inadequate illumination—the babies should continue to crawl and play on germ-infected, broom-swept carpets instead of on carpets that are sanitary because vacuum cleaned, and these babies should be fed on milk having a dizzy and dangerous bacteria count instead of milk kept safe by electric refrigeration—in short, say the politicians, America should stand still, as regards improvements in living conditions attainable by electric service.

The way to accomplish these things is for the vote-solicitors to yelp about electric “rates” and for the utilities to be estopped from educating the public on electric service.

\* \* \* \*

**I** SEE some solemn ass in the back of the hall rising to declare that my picture of America's present and prospective electric conditions is silly.

Not so very silly.

After forty years of snail-like development this industry has attained a degree of electric service and appliance saturation of which we all ought to be heartily ashamed. The manufacturers of cigarettes, silk stockings, chewing candy, insecticides, moving pictures, automobiles, soft drinks, grape fruit, cosmetics (including hair slickum), babbitt organization memberships, yeast, paint and industrial alcohol have all attained a volume of sales and percentage of saturation which makes our industry's progress resemble that of a three-legged race horse.

For observe:

Reduced to tabular form, here is what an equipment of electrical appliances means to Mr. and Mrs. Average-man:

Washer saves 156 hours hard work a year.

Ironer saves 208 hours hard work a year.

Cleaner saves 156 hours hard work a year.

Dishwasher saves 456 hours hard work a year.

and here is what it means to the country as a whole at the present state of saturation of appliances:

20,000,000 eight-hour days hard work saved in the 5,000,000 washer-equipped homes.

1,392,000 eight-hour days hard work saved in the 348,000 ironer-equipped homes.

20,484,000 eight-hour days hard work saved in the 6,828,000 cleaner-equipped homes.

9,595,500 eight-hour days hard work saved in the 169,000 dishwasher-equipped homes.

And here, finally, is a comparison between the present state of our own industry and the ultimate possibilities when the country is fully electrified and has reached 100% appliance saturation:

245,622,000 eight-hour days hard work could be saved every year in the country's 12,596,000 homes without washer.

448,448,000 eight-hour days hard work could be saved every year in the country's 17,248,000 homes without ironer.

209,976,000 eight-hour days hard work could be saved every year in the country's 10,768,000 homes without cleaner.

993,339,000 eight-hour days hard work could be saved every year in the country's 17,427,000 homes without dishwasher.

Why haven't we got farther?

There are three answers—or rather, one three-cornered answer:

We haven't got farther because the central stations haven't advertised, and the central stations haven't advertised because they have been feverishly reducing rates and so have not had the money to spend on advertising, and they have been feverishly reducing rates because they have been driven to it by a panic fear of politicians.

\* \* \* \*

**W**E ARE all afraid of something.

An elephant, they say, is afraid of a mouse: I am afraid of an elephant; a mouse is afraid of me.

If you can mentally picture the elephant, the mouse and me chasing each other around a hot-foot circle of fear, you have a picture of exactly what has happened and is happening in the utility business.

In this picture, the elephant is the utility company, the mouse is the politician and I am the public. The utility fears the politician, the politician fears the public and the public fears the utility—all three of them going round and round in a whirligig of fear. The politicians scare the utilities into lowering rates, the public scares the politicians into rough-riding the utilities, and the utilities scare the public into believing that they are somehow and mysteriously being victimized.

This vicious circle of fear can be busted.

By advertising.

If the public knew, if it were ever really told what electric service means to them, their distrust of the suppliers of that service would vanish and would be replaced by solid appreciation and genuine good will. If the people's attitude were one of genuine good will, there would be no more political campaign oratory about rates.

For does anyone think for one small fraction of a split second that any orotund vote-solicitor would dare to approach his constituents with the proposition that they lower their standards of living?—that they chain

(Continued on page 111)



# "LIT Up"



*Three scenes from the  
newest Nela thriller*

ten years ago. It is tall and flat topped, with a not too effective fringe hanging about the shade-rim. The girls effectually refer to it as the "Hula-Hula."

Turning her attention to this, Violet presents a remedy in the shape of a beautiful pleated parchment shade, decorated with a ship model design. "It is wide enough," she explains, "to give plenty of light over a good sized area of the room, and deep enough to keep from your eyes all that terrible glare."

And on Violet's suggestion, Bob organizes a research party to find a gin bottle for a home-made desk-lamp.

The third act is done silently, in silhouette. One by one the characters pass in shadow on the screen. They build the lamp with bottle, adapter, bulb and shade.

Anne and Bob again step forward in admiration of the lamp. The climax occurs, as the picture shows, and the light goes out. The play is over.

It's a good show. The dialogue snaps between the characters. The action runs merrily and to the point. The silhouette scene holds the audience in absolute silence. The lighting moral involved, while it is clear, never intrudes itself at the expense of the dramatic situation; on the contrary, it skilfully contributes to it.

The play is not copyrighted, nor is there any restrictions against its production by rival players. Manuscripts may be obtained from the Nela School.

**T**HE villain is Light. Bad Light. He makes himself a noisome nuisance to three innocent young bachelor girls in the first act of "Lit Up," just opened and now playing at the Nela School of Lighting, Nela Park, Cleveland. He pesters the audience as well.

In the second act, however, he is lashed by the keen tongue of Violet Ray, who has just returned armed for the fray with lighting lore learned at a Nela Home Lighting Course; and he is routed with shades. "Every lamp in every home should have a shade," she declares.

Suiting her action to her words, she produces handsome parchment shades which she made with her own hands, at negligible expense; and with the aid of a garrulous bond-salesman friend she converts the "glaring atrocity" of a ceiling fixture into one that delights actors and audience alike. In the corner of the room there has been standing a lamp of the sort that was all the rage





*Mrs. Lewis, the store demonstrator, keeps an ironer in continuous operation and it is through her efforts particularly that Carlisle has been successful with this appliance. Every customer who enters the store must pass this demonstration.*

THE Carlisle Hardware Company of Springfield, Mass., is doing an outstanding appliance job in its community and its success is due largely to store selling. Not only does the company sell waffle irons, percolators, electric clocks, portable lamps and the numerous other small appliances from the display floor, but it has done a fine business in ironers, also from the store. With the exception of washing machines, all appliance business is the result of selling in the store.

The hardware-housefurnishing outlet, which has *store traffic*, is using it!

Carlisle's success with electrical appliances, we are told by Everett Lawrence, who is manager of the housefurnishings department, is due to *campaigns*. This sounds suspiciously like outside selling, but what Lawrence meant was *store campaigns*. Not a week goes by but what he makes some special effort in behalf of an electrical appliance. Here are a few examples:

During the three weeks before Christmas last year a special drive was conducted in the store. The company sold nearly 300 waffle irons. In February, electric clocks were featured for one week. A factory representative took charge of the campaign and three dozen clocks, ranging in price from \$19 to \$104 were sold in the store. The total cost of advertising, which with the work of store employees in non-electrical departments was entirely responsible for the business, cost \$150. All of it was newspaper advertising.

THE company's activity with electric ironers is even more interesting. Carlisle employs a woman who continually demonstrates on the floor. Mrs. Lewis, during the month of March, 1927, sold 40 Rainbow ironers.

Twenty were sold for cash, \$176 apiece; the remainder were installed on terms of \$10 down, \$10 or more a month until a total of \$186 was reached. The only inducement during the special campaign was a table top, fitting the ironer, which had a retail value of \$11.

Newspaper advertising, as usual, brought the women into the store, the table top supplying the necessary "special" atmosphere. A factory demonstrator kept an ironer in continuous operation in the window and made one or two demonstrations in homes which resulted in sales.

The balance of the appliances were sold by Mrs. Lewis, who tells us that all leads were obtained in the store itself as a result of her regular demonstrations. No offer to demonstrate in the home was made until she was quite certain that the sale could be closed. Thus she visited the customer's home with an ironer more by way of instruction in its use than of demonstrating to a luke-warm customer, though most ironers were paid for on these occasions.

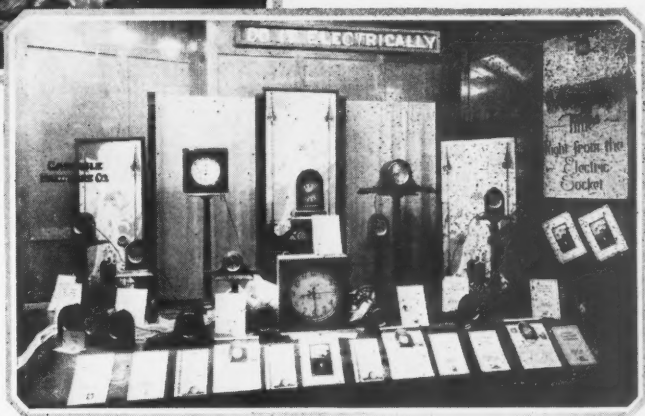
It is significant that during the balance of the year Mrs. Lewis averaged 8 ironers per month. This is rather conclusive proof that though no effort is made to sell outside the store some special drives are valuable in obtaining volume business in the store itself.

THE company's store campaigns are successful because it utilizes every facility at its command. First it capitalizes the value of its well-established name by advertising electrical appliances along with other merchandise for which it is perhaps more widely known. Next, it makes a thorough job of its electrical windows, tying in with special appliance campaigns. The window displaying electric clocks, shown on these pages, is a



(Above) Miscellaneous electrical equipment, lamps, portables, etc., are displayed on the counter in the center of the store. Highly polished appliances are more elaborately displayed in a glass-front display case placed against the wall.

(Right) The electric clock display which occupied the principal store window during a campaign in February.



In this window display, the company features a.c. radio sets.

particularly good example of the thoroughness of the job it makes of featuring electrical appliances.

Then a demonstration *within* the store ties in with the advertising and with the window display. During the ironer campaign both demonstration methods were used, as has already been mentioned and following a recent small appliance drive the same methods were employed to push the health motor, one man demonstrating in the window, another giving a more thorough demonstration in the store.

It is worthy of note that Mrs. Lewis demonstrates an ironer directly in the center of the main store aisle. Small appliances also occupy this center position, but farther back in the store. These may be seen in the photos, miscellaneous equipment and lamps on the open counter in the center, highly polished appliances such as percolators, grills, etc., back against the wall in glass-front display cases.

One of the most important adjuncts to the store campaign—and we have noticed this in many other hardware stores—is the instruction of salesmen in non-electrical departments to direct all business possible to that department. In the Carlisle store this is diligently practiced and a small commission is paid for profitable leads originating in other departments of the store.

**W**ASHERS alone are sold by outside methods, and this because of a "re-sale" arrangement with a washing machine manufacturer. The Carlisle Hardware Company has 8 branch stores, three in the suburbs of Springfield and the others within city limits. In these stores, as well as in the main store, commission washer

salesmen, under the direction of a factory supervisor, make their headquarters.

It is significant to note that the work of the commission men is supplemented by continuous washer demonstrations which are conducted in the store. One of these permanent exhibits may be seen directly back of Mrs. Lewis, shown demonstrating an ironer. A man usually is on duty, demonstrating these washers.

It is also significant that comparatively few ironer sales leads are turned into the store by these washer salesmen, even though a 10 per cent commission is offered for such leads as Mrs. Lewis succeeds in closing.



# A. C. TUBES

## and LINE VOLTAGE

By W. W. McDONALD

FIVE hundred and fifty thousand radio sets using a.c. tubes are now in use in the United States, according to the latest manufacturer estimates and the bulk of these are equipped with UX '26 and UY '27 type vacuum tubes.

Because these sets are compact in appearance, simple to operate and comparatively free of upkeep worries, they have achieved instant popularity and are selling in large numbers.

Practically all dealers merchandising radio are pushing a.c. sets because of their low sales resistance, because these sets are easily stocked and installed and because their service requirements are slight.

There is every likelihood that the a.c. receiver, using a.c. tubes and operating directly from electric light lines will dominate the radio market from now on. 1,350,000 factory-built sets, both a.c. and battery type, were sold last year and it is conservatively estimated that 1,000,000 all-electric sets will be manufactured and marketed in 1928.

\* \* \* \* \*

FOR the most part, these a.c. sets are giving satisfaction.

But many dealers have had disgruntled whose a.c. tubes have burned out with alarming frequency.

These tubes are expensive and the dealers have frequently had to replace them at no charge to the customer. And the trouble is not with the set or with the tubes but in electric light line voltage variation!

Here is the picture:

The UX '26 and UY '27 type receiver—which is being marketed by several manufacturers with production schedules large enough to influence the national market—normally uses six or seven vacuum tubes.

In the receiver proper, two or three '26 type tubes are used as radio frequency amplifiers and a fourth as an audio frequency amplifier; one '27 type tube is used as a detector and a 171 type tube is used as the final audio amplifier.

By means of a step-down transformer in the set, or furnished with the set, the electric light line voltage is reduced to the following a.c. values and applied to the filaments of the tubes:

UX — '26	1.5	volts a.c.
UY — '27	2.25	" "
UX — 171	5.	" "

These filament voltages are recommended as normal by a number of a.c. tube manufacturers and do not represent the characteristics of one particular make.

\* \* \* \* \*

TYPES '26 and '27, the "true" a.c. tubes, are sensitive to voltage overload. More than 5 per cent overload seriously impairs their life. *Undervoltage* is not detrimental to the tubes but too great a voltage drop causes them to operate at reduced efficiency.

Now, these sets can be, and are, carefully designed to supply to the a.c. tube filaments the voltages specified by tube manufacturers. They are made to operate on line voltages of 110 a.c., 115, 120 and in most instances are equipped with transformer primary switches or variable resistances which permit proper operation on any one of these voltages.

But in *some* districts, particularly suburban and rural, line voltages occasionally reach *abnormally* high values during certain periods of the day, often *greater* than 5 per cent above normal. And these higher voltages are immediately transmitted to the tube filaments, materially shortening their life.

This is particularly true of the '27 type tube and the seriousness of the problem may be judged when it is noted that the *normal*, average life of this tube is about 800 operating hours.

Let's repeat an earlier statement.

The sets can be designed to deliver the proper filament voltages to the tubes from a 110-volt a.c. line, or a 115-volt line or a 120-volt line. They can be built to operate perfectly from *any constant* voltage in this neighborhood by means of transformer primary tap switches or resistances, provided this line voltage does not exceed by more than 5 per cent the value for which the set is designed by the manufacturer and adjusted by the dealer!

\* \* \* \* \*

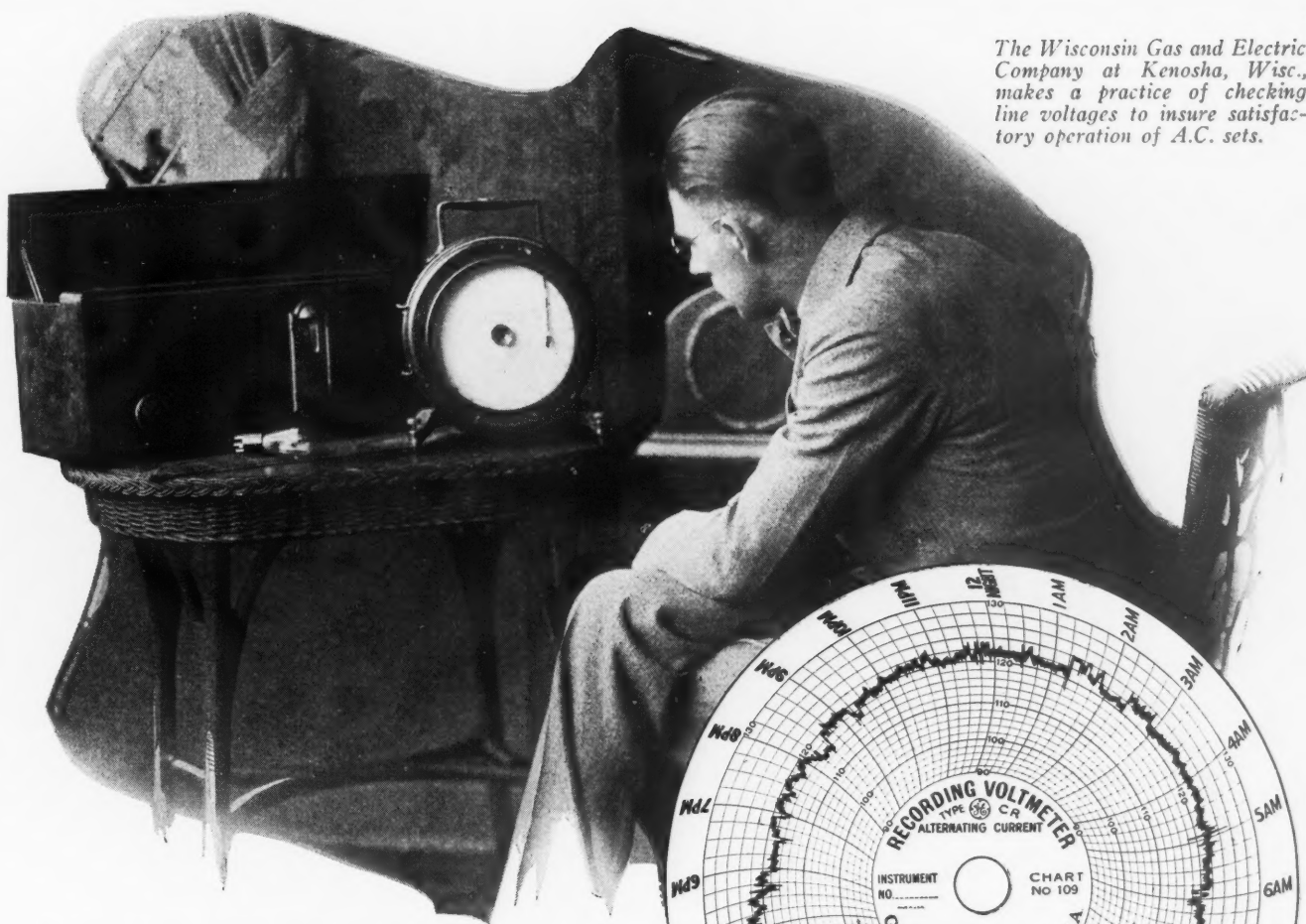
THE solution seems simple.

Aside from this single difficulty—short-lived tubes due to overvoltage—the a.c. set is as near fool-proof and trouble-free as any retailer, or customer, could wish.

*The dealer having trouble with line voltage variation sees the solution in getting the power company to keep voltage on all lines within close limits of variation.*

But let's examine this "solution" in some detail.

In cities of 10,000 people or more the line voltage is usually within 5 per cent of a specified value at all

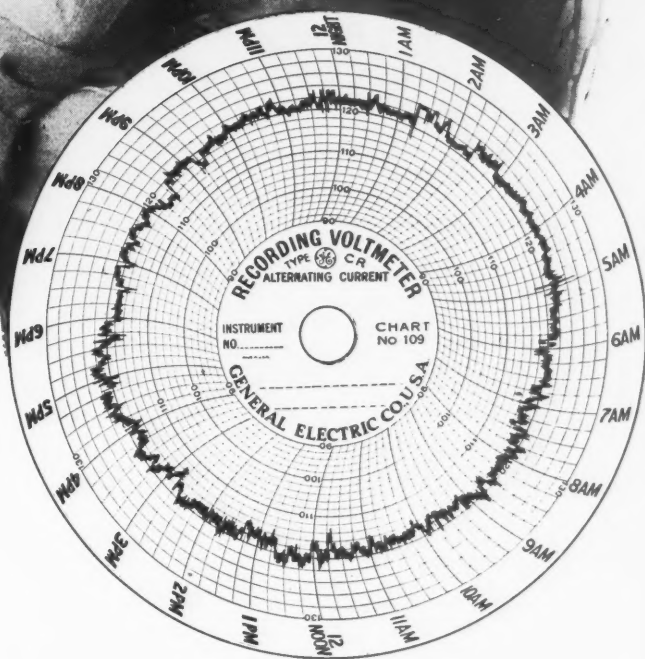


The Wisconsin Gas and Electric Company at Kenosha, Wisc., makes a practice of checking line voltages to insure satisfactory operation of A.C. sets.

Before installing a.c. tube sets in any district dealers should check up on line voltage characteristics.

Check it—or ask the lighting company!

If a non-recording voltmeter is used, a sufficient number of ratings should be taken at different times of the day to obtain a correct average figure.



times. But in some of the outlying districts customers are located at a considerable distance from the power distribution centers. Perhaps the number of customers has rapidly increased on certain of these lines. Oil burners, refrigerators, ranges and other appliances liable to throw intermittent loads on the line have been installed in many of these homes.

None of these electrical appliances are particularly sensitive to 5 or even 10 per cent voltage overloads. Their simultaneous use causes the lighting company no particular embarrassment.

But in order to provide such voltage regulation as is needed to properly operate a.c. radio sets the lighting company must spend thousands of dollars for new line equipment. It must install expensive pole transformers to boost voltages at the extreme end of the line without overloading homes nearby. Or it must provide relaying sub-stations.

*This for radio alone!*

Eventually all power companies will improve line voltage regulation. Service is slowly but surely approaching perfection. But it cannot all be accomplished in a day. Or in a year. Or in five.

The West-Penn Electric Light and Power Company, to cite one instance of what the lighting companies are doing to improve service, has spent \$810,181 since 1923 to improve its lines. In 1928, its budget calls for a \$150,000 expenditure. This is approximately one-sixth of the company's annual net income!

It is obvious that for the present at least, this solution is not universally practicable.

\* \* \* \* \*

ANOTHER solution is suggested.

*Design the sets and tubes so that they are not so critical to applied voltage!*

Let us examine this "solution."

Digressing a bit, we learn from the Electrical Testing Laboratories that manufacturers of incandescent lamps have been experimenting, testing, checking line voltages and filament characteristics for many years.

Their solution to the voltage tolerance problem is to produce three different incandescent lamps. One is intended for use on lines having an average voltage of 110. The second is specified for use on lines with a 115-

Continued on page 111

# *Don't* "High Hat" <sup>99</sup>

## SELL HIM Electric Refrigeration

*Methods of a St. Joseph dealer who  
sells 14 per cent of his refrigerator  
total to families with less than  
\$2,500 per year income*

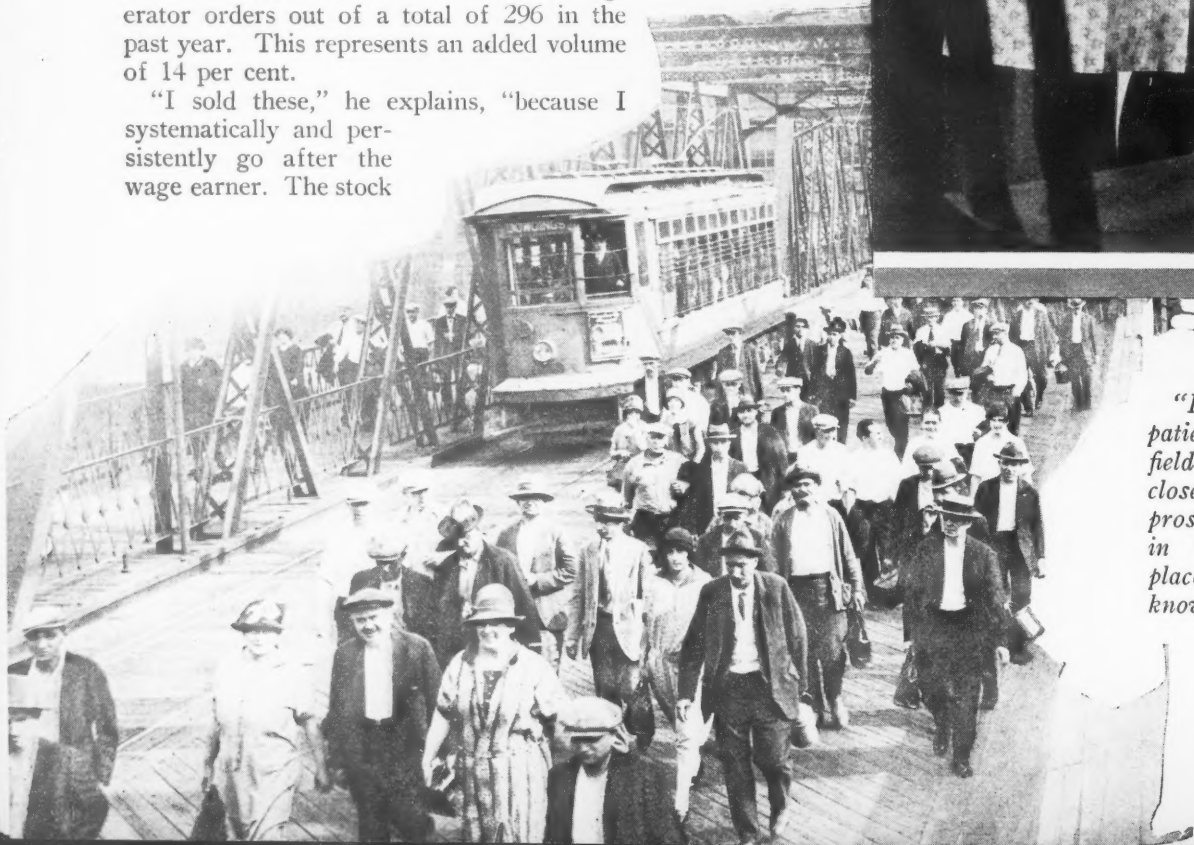
**T**WELVE and a half million families in the United States have annual incomes that average \$2,500 a year. This group earns nearly 48 per cent of the total amount of money paid to American workmen. Why *high-hat* the wage earner when he represents our biggest market for household appliances?

H. L. Schmutz, manager of the refrigeration department for the American Electric Company, St. Joseph, Missouri, speaks from his experience: "The wage-earner affords an excellent opportunity for increasing gross sales which in my case has accounted for 43 electric refrigerator orders out of a total of 296 in the past year. This represents an added volume of 14 per cent.

"I sold these," he explains, "because I systematically and persistently go after the wage earner. The stock

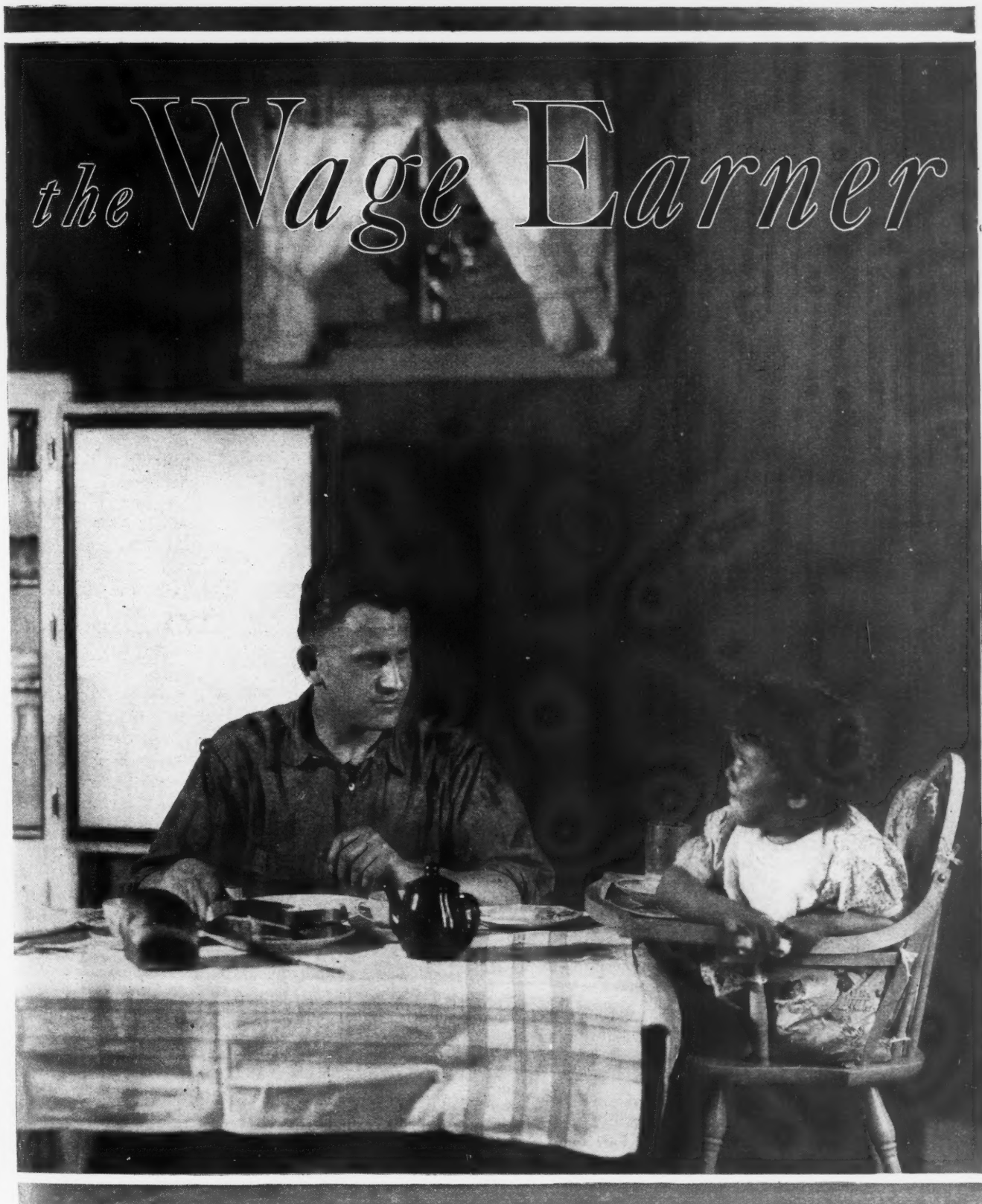


Photo by Lazarnick



*"Have the courage and patience to cultivate this field and you will find quick closers, unusually receptive prospects and cash buyers in the most unexpected places," says a dealer who knows.*





# *the Wage Earner*

## They Earn 48% of the Money

*According to a recent report of the American Association of Advertising Agencies, the following distribution of families and income prevailed in the United States in 1925:*

<i>Average Income</i>	<i>Number of Families</i>	<i>Total Income</i>	<i>% Total Income</i>
\$900	1,754,000	\$1,578,600,000	2.4
1,550	10,304,000	15,971,200,000	24.1
<b>2,550</b>	<b>12,428,000</b>	<b>31,691,400,000</b>	<b>47.8</b>
6,850	1,754,000	12,014,900,000	18.1
16,000	314,000	5,024,000,000	7.6
	<hr/>	<hr/>	<hr/>
	26,554,000	\$66,280,100,000	100.0

argument which is advanced to prove that it is a waste of time to cultivate the clerk, the mechanic, the laborer; namely that these \$30 and \$35 a week employees cannot afford to buy is fallacious.

"It took less time to sell, and it cost less to service, those 43 jobs than it did almost any one of my sales to the well-to-do.

"Here's why: Judy O'Grady is just as human as the Colonel's lady. She and her husband respond with an even greater degree of celerity to every argument for electric refrigeration than does the average well-to-do couple. Love of family is just as strong, good health is just as important; social pride as great and ambition as dominant. The convenience, labor saving and food economy points are far more effective with Mr. and Mrs. O'Grady because they have a 100 per cent application value.

"This class is more reasonable in its demands for service. It is not accustomed to being waited on. Its men are mechanical minded and its women closer to the kitchen, more appreciative of the need for taking care of those things whose ownership has entailed real sacrifices.

"The very fact that the man of moderate income *thinks* he cannot afford to buy an electric refrigerator, and tells me so, supplies the opening I need to feature my strongest closing arguments," continues Mr. Schmutz. "I counter every time with this comeback:

"**M**R. JONES, my experience in selling the wage earner leads me to conclude that you hardly can afford *not* to own an electric. Do you know that government statistics show that from 10 to 15 per cent of all the food purchased by the average American family is wasted through spoilage? Proper refrigeration will prevent this. But this is not all. Let's get closer to home. Mrs. Brown, who lives right here in St. Joe, on Argyle street, her husband works for the express company and earns, I am quite certain, less than you do. She keeps a monthly household budget record. Since the purchase of one of my refrigerators, about five months ago, figures show that her combined meat, grocery and gas bills are \$6.70 less per month than formerly. This is because she now is able to buy in larger quantities, and to use every bit of 'left-overs' as food keeps indefinitely in our box."

"In other words I bear down heavily on the economical side of the subject. Pointing out, by actual figures, which I have compiled from the experiences of local users of the poorer classes, how our special terms of 18 monthly payments are so low that the savings will make this investment practically self-financing. 'If you were offered your choice of two suits, one all-wool, the other of questionable material, both at the same price, which one would you buy?' I ask them. 'The same reasoning applies to refrigeration.'"

It has been said recently that electric refrigerators are now becoming so common that it is no longer a mark of social distinction to possess one. This may be true for the wealthier classes but it does not apply as yet to the wage earner. The social prestige, or pride of ownership, appeal is still a powerful one and is 'paraded' at the right time during the selling process by Mr. Schmutz.

**N**ATURALLY the question of ability to pay is an all-important one with people who may have the inclination to buy but who are known to be of limited means. The rule here, according to Schmutz, is to check not so much the size of the income as the present fixed financial obligations, the character of the prospective contract signer and, particularly, his prospects for *permanency of occupation*. Not every member of the "count-the-penny" class is a good risk. But, generally speaking, it may safely be stated that most every employee who has been with his present connection four years or more is a good prospect and can be sold without any great risk. To-date replevins from wage earners have not been greater than from the professional, executive and merchant classes. As far as practical, collections should be made in person and prompt and decisive action taken with delinquents.

To succeed in this large lower stratum market the American Electric Company has had to put itself in a position to grant 18 months' terms when demanded by reliable parties. However fifty per cent of these 43 sales to persons earning less than \$200 a month have been for cash or for 12 months.

"Have the courage and the patience to cultivate this field and you will find quick closers, unusually receptive prospects and cash buyers in unexpected places."

12,428,000 American families have an annual income of about \$2,550 a year. These families far outnumber any other wage-earning class and the automotive industry has demonstrated time and time again that on this annual sum many of them manage to buy motor cars.

These people are just as particular about the quality of their food as the well-to-do classes—if there are children in the family perhaps more so as the housewife personally has to do with the buying and preparation of the food. She actually *handles* the family's provisions.

The wage-earner is highly interested in home comforts and conveniences. He lives the greater part of his life at home. Outside diversion is expensive.

Make it possible for these people to buy refrigeration by providing the best possible time-payment plans. Explain the food economies possible through the use of proper refrigeration—electric refrigeration. Tell them what it costs to operate an electric refrigerator, comparing it with the actual cost of ice.

Don't *high-hat* the wage-earner. These people constitute one of America's best markets!



# Getting the Greatest Value From the Advertising Dollar

All advertisements bear marks or borders which identify them immediately as Electric Construction Company messages.



Even the company's billboard advertising, in and around Little Rock, employs the familiar border and phrases.

## How one dealer has increased the effectiveness of his publicity

It is a well-known fact that the average person is attracted both by familiar objects and by the unusual. Bragg's advertisements are an ideal combination of the two. An identifying border and signature of special design used in conjunction with the same general style of "layout" fulfill the first requisite; and a different, specific and newsy message accomplishes the latter objective.

Believing that the majority of individuals want to know more about electricity, each advertisement starts with a box headed: "ELECTRICAL TERMS DEFINED." These definitions are changed once a week. This establishes an advertising personality.

To further identify his concern, Bragg has adopted four slogans. One of the following is always inserted in all copy, depending on the subject presented:

- "Life-Time Wiring"
- "The Lamp People"
- "The Fixture Folks"
- "Phone Us and We'll Wire for You"

When featuring fixtures he identifies the one illustrated by some appropriate name. A particularly attractive wall bracket, for example, is called "The Mount Vernon."

Because the Electric Construction Company has set aside a definite advertising appropriation, \$1,400 for 1927 and a definite insertion schedule, two-column six twice a week alternating in Little Rock's two evening newspapers, it is assured that its messages will

always appear in a preferred position—upper right, opposite the woman's page.

The store window and interior must "tie-in" with the advertising appeal. Mr. Bragg, therefore, always features in his window and as a prominent group display in the main part of the store, the same fixtures or appliances which are being played-up in the newspapers.

He has had printed also attractive two-color price-and-guarantee tags for his fixtures. These tags are decorated with the same border design.

THE creed above all others which the advertising profession advocates is this: "Adopt a policy and then stick to it!"

When George Bragg, of the Electric Construction Company, Little Rock, Ark., decided that he would place his advertising in the hands of a local agency, the first thing this latter concern did was to formulate a series of "standards." These have now been in effect for six months and a steadily increasing business, at an advertising cost of less than 2 per cent, has been the result.

The recommendations of his advertising counselor, which were carried out were simply the application of certain fundamental and time-tried rules in advertising which can be duplicated by the average electrical dealer.

Let's dissect the elements of Bragg's present copy.





**Mrs. Jacob**

*has compiled a list of  
over 10,000 prospects.*

**T**WENTY months ago a young man started out to build up an appliance business. He started with practically no capital, worked from his own home and paid cash for everything he bought. He bought a few washers, used one as a demonstration machine, placed another in a small hardware store nearby and a third in a hardware and general merchandise store on the main street of the town. Then he went out to sell washers. He got an order for a machine, sent in the order and the cash to the manufacturer and when the washer came along, delivered it to his customer.

This went on for a short time until he had orders for two, then three, then more machines in the works at one time. It took but a short time for the manufacturer to become convinced that this intrepid salesman was making a go of his business, and to offer him the necessary credit to see the business through. And so the business started and grew. Now he is selling on an average of twenty washers and two ironers a month.

Not much longer than twenty months ago, before he actively tackled the appliance field, this young man, Emil F. Jacob, embarked on another important enterprise. He married a young school teacher. They have worked

# SHE

## *Finds the*

# P

## ROSPECTS

*A man-and-wife  
Plainfield, N.J.,  
2 electric iron*

**By FLORENCE**

Fairview Avenue #4

No.	Name	Address	Prospect	Remarks	Reference
119	Wm. J. Jacob		P	Also sold washer under their name	
125	H. G. Jacobson		P		
126	F. B. Krieger		P	Done in April 1928	
127	G. J. Jacob		P		
128	R. S. Jacob		P		
129	Mr. and Mrs. Jacobson				B.T.
130	Mr. and Mrs. Jacobson				
131	Mr. and Mrs. Jacobson				
132	Mr. and Mrs. Jacobson				
133	Mr. and Mrs. Jacobson				
134	Mr. and Mrs. Jacobson				
135	Mr. and Mrs. Jacobson				
136	Mr. and Mrs. Jacobson				
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194	Mr. and Mrs. Jacobson				
195	Mr. and Mrs. Jacobson				
196	Mr. and Mrs. Jacobson				
197	Mr. and Mrs. Jacobson				
198	Mr. and Mrs. Jacobson				
199	Mr. and Mrs. Jacobson				
200	Mr. and Mrs. Jacobson				

together to build up this appliance business, he doing the actual demonstration and sales work and his wife handling the correspondence, the direct-mail work, the advertisements for the local newspapers and the other details that consume so much time and are so vitally important to the successful conduct of a retail business.

But her most important job and an invaluable contribution to the business is a prospect listing system which she devised and which will be explained in detail later on.

The field of operation for the Jacob partnership is in Plainfield, N. J., and surrounding towns. Plainfield has a population of about 40,000. The towns in the territory covered, Westfield and Plainfield, particularly, are commuters' towns, the heads of the families going daily to New York. There are a number of wealthy people in this section, which means that domestic help is employed for the housework and which means, too, that in these cases, the method of selling is somewhat more complicated than in cases where the housewife does her own work.

"Do you have any trouble getting by the maid and reaching the woman of the house?" I asked Mrs. Jacob, for while it is desirable to have the enthusiasm and in-

# HE Makes the SALES



*partnership in  
sells 20 washers,  
ers a month.*

R. CLAUSS

terest of the maid or laundress who operates the machine, it is the mistress of the house herself who decides whether or not the machine will be bought. "No," Mrs. Jacob replied, "not to an appreciable extent. We have our prospect list fairly well defined and know whether or not the prospect is at all a likely one. We do not believe in bothering people who do not wish to talk business with us. We write the woman a personal letter and, in some cases, follow it up by 'phone, asking if we may give an actual demonstration of the washer in her home. From this approach, the woman knows about us, knows the washer we handle and therefore we have an entree that a general house-to-house salesman could never get. In almost every case we have succeeded in giving a demonstration.

MR. JACOB now has three salesman helping him in the territory mentioned above. He also has a sales arrangement with a vacuum cleaner salesman and his wife, — Italians, who have good contacts among the Italian families in these towns. "We get leads from various sources," said Mrs. Jacob when I questioned her about her prospect system, many of them now coming in unsolicited, although at the beginning we had practically

## How to Build a Real Prospect List

*Mrs. Jacob's system of locating prospects for washing machines and ironers, also her methods of tabulating these names and following them up at the proper time has been as responsible for the success of the business as her husband's sales ability.*

*Mr. Jacob  
sells to these prospects.*

nothing to work on." This led us to the subject of the prospect book. There are over 10,000 names in the list kept by Mrs. Jacob. "It took me a whole summer to compile it," she commented, as she handed it to me, "and if there ever was a fire, and I hope there never will be, the first thing I would try to rescue would be my prospect book."

And no wonder, I thought, as I saw its completeness, its painstaking detail and the ingenuity with which it was worked out. A page of this list is reproduced here.

Prospects are listed geographically, according to street and number, the streets appearing in the loose-leaf book in alphabetical order. From the page illustrated you will see that it is page 34 of the book and that it covers the section of Fairacres Avenue running from No. 619 to 781. The names originally were obtained from the telephone book, the local directory, from newspapers and from other sources. A door-to-door canvass of as many houses as possible has been made, to find out whether or not the prospect is a live one, whether she has a washer and any other pertinent information. From many sources in a small town, information on families can be easily obtained and all facts jotted down in the book.

Through the house-to-house canvass, records of all the

machines in use in the territory, were listed and in many cases, owners of these washers became prospects for ironers, cleaners or refrigerators. While the Jacobs have not yet actively engaged in the cleaner or refrigerator end of the business, they hope to do so in the future and are, in the meantime, building up a good prospect list for these appliances.

ON THE afternoon I called I was fortunate enough to find Mr. Jacob at home, on the jump between demonstrations. He has a small truck which takes him from town to town and in which he can carry the washer he is demonstrating or delivering. I asked him about his business, his ideas on the conduct of this business and what he expected of it in the future. "My idea, first of all," he said, "is to build up an organization of fine reputation that will stand in the community for squareness and service. The business will come later. While we are building our organization, making friends for it, we are also increasing our business. Our volume of sales has increased very rapidly during the twenty months we have been in business."

The volume for the second ten months' period was more than double the first ten months. "We find no slack period with washers," he continued, "it's simply a case of going out after the business and as we become more firmly established our volume increases, for more and more comes to us, in many cases without even going after it."

One way Mr. Jacob is building up goodwill is through his program of servicing all his manufacturer's machines in his territory, whether the washers were sold by him or not. He found out in his canvass when the machine was bought and in this way has a record of the service likely to be required. Mrs. Jacob then sends the owner a service letter, explaining that Mr. Jacob is handling the washer in the territory and will be glad to call to go over the machine, oiling it and performing any other service required. This offer is very favorably received and through this service, Mr. Jacob very often receives names of prospects, friends of the owner of the machine, who are interested in the machine and through the owner's satisfaction with her own washer, are in a receptive frame of mind for a sales talk. Owners are very grateful for this free service and are anxious to return the favor by recommending the machine to friends and prospective customers.

By this service offer, it is very easy to get into the homes employing domestic help—and in addition to securing leads for future sales of electrical appliances, the goodwill of a prominent and influential family in the community is very valuable indeed.

IN THE prospect list kept by Mrs. Jacob, the page is divided into six columns,—the number of the street, the name of the family living at that address, the "washer" column, indicating whether or not the householder is a washer prospect, giving also the name of the washer installed if such is the case and giving as well, the number of the machine sold by Mr. Jacob and the date sold, the "Additional Prospect" column, stating whether any additional appliances can be sold, like the ironer, refrigerator or cleaner, the "Remarks" column, giving any additional information that will be of help in following the prospect and the sixth column, headed "Literature," which indicates the letters and sales literature sent out.

Purple, red, green and blue inks are used to show at a glance, the exact status of any given prospect,—purple

indicating the live prospects, red the "sold" machines, green, any additional notes and for all general entries blue-black ink. Some of the notations given on the page reproduced here show that in No. 619, there is an old washer but a new one is needed, so indicating a live prospect; in 722, a washer demonstration was given in April 1927 but for some reason the sale was not closed, the prospect has not purchased any other machine and is still in the market for one. The mysterious notation "3SNIB" which refers to washer owners, when translated, means: "3S"—that a service letter was sent in March, the third month, offering to look over and service the machine; "N" signifies that a special notice has been sent out, announcing a local Exposition and inviting the recipient to call at the Jacob booth; "I" indicates that an "Ironer Broadside" has been sent out and the prospect can be followed for an ironer sale, and "B" that a notice of a co-operative plan offering a bonus for washer prospects has been sent, the bonus being paid when the prospect buys the machine. The notations in the "Literature" column represent various mailing pieces, dealer helps supplied by the manufacturer, for which Mrs. Jacob has devised her own identifications.

In addition to the prospect book, Mrs. Jacob has a book on Service Calls in which she keeps a record of the calls made by Mr. Jacob and by the manufacturer's service man in cases where extensive repair service is required.

In discussing washer sales with Mrs. Jacob I mentioned the matter of trade-ins. "We have very few trade-ins," she replied. "In the majority of cases, we have any trade-ins sold before the new washer is installed, although in a few instances, where the trade-in was in good condition and looked like a ready sale, we stored it for a short time until it could be disposed of. In our contact with prospects we find many women who do not feel they can afford a new washer but who are glad to get a good second-hand washer. We find that the demand for used washers exceeds our supply. Then, too, the woman buying a used washer is still a 'live' prospect because, as soon as she can conveniently do so, she will replace the old machine with a new one."

"WHAT about advertising?" I questioned Mrs. Jacob, "do you advertise in the local papers?" "Yes, we do," she replied, "we have a yearly contract with the Plainfield paper, for an inch a day in that publication. In the Westfield paper we have a classified and large display ad once a week. Then we take space in programs and publications of local organizations. A recent activity that we greatly profited by was the Exposition of Progress put on by the Chamber of Commerce of the Plainfields. It was held for seven nights. We received a great deal of general newspaper publicity in connection with the exposition and also individual publicity, because of our booth in which the washer and ironer were displayed."

"I suppose your end of the business keeps you pretty busy," I remarked to Mrs. Jacob. "I should say it does," she returned, "when we first began to organize our forces I worked sixteen and eighteen hours a day and still do so when we have an unusual rush on. But it is great fun; watching the growth of our little business and eagerly picking up and searching for new leads. I get a great deal of satisfaction from my prospect book."

"If Mr. Jacob or any of the salesmen get an incomplete lead or require information on any one family or on the occupants of any given house, I just turn to my prospect book and in the flash of a second I have the information at hand."





The League cooked an entire meal in this glass-enclosed kitchen by means of time clocks. These were set in the presence of a large crowd and the crystal kitchen padlocked. At an appointed hour guests arrived, and foods were taken from the electric ranges ready to serve.

# GOOD for Publicity



## Milwaukee League lands 386 column inches with unique electric kitchen stunt

**"NO MORE** Bridge Bachelors—Dinner Cooks Itself." By a spectacular development of this appealing theme, the Electric League of Milwaukee secured, during the month of March, 386 column-inches of free publicity for the electric range and held the attention of over 3,000 visitors to Milwaukee's Sixth Annual Home Show while it demonstrated that it is now possible to cook an entire meal, electrically, and without the aid of human hands. J. S. Bartlett, manager of the League, claims that this was the first meal in the history of the world ever to be cooked, from soup to coffee, entirely by the use of time clocks. The Western representative of this magazine, who partook thereof, attests the fact that it was delicious.

This demonstration was staged as follows: on a glass-enclosed platform was placed an electric range, refrigerator, toaster and coffee percolator. A battery of five electric "start and stop" time switches was connected in series with the oven and the surface-heating elements. Similar switches were placed in the toaster and percolator circuits. At four P.M., "Electric Day," the demonstrator placed the roast in the oven, the potatoes, carrots and soup on the stove, the coffee in the percolator, bread

in the toaster and dessert in the refrigerator, explaining each step as she went along.

She stressed, particularly, the fact that the belief that an oven roast must be seared, started in a hot oven, and basted from time to time, is fallacious. When the last time clock had been set at its correct starting and stopping period the glass doors to this "crystal room" were closed, with impressive ceremony, chained and padlocked. This, it was explained, was to make certain that no human hands could possibly tamper with the meal until 8:30 that evening, when it would be ready for serving.

Promptly at the appointed hour the doors were unlocked, again in the presence of a large crowd and, with much picture-taking by local newspapers, the invited guests ate their first automatic, electrically-cooked meal.

"As a practical proposition, this type of cookery is still some way off," declares Mr. Bartlett. "This stunt did, however, more than accomplish my objective, namely by directing the attention of the entire population of Milwaukee to the possibilities of the electric range by staging, in this manner, an extreme and spectacular example of what could be done. The total cost was approximately \$200."

# *Shall* Congress *Legalize* PRICE MAINTENANCE?

*Every electrical dealer, jobber and manufacturer has an interest in the Fair Trade Bill. If passed it would permit resale price control. Opposed by chain merchandisers it is supported by independent retailers. Its aims and present status.*

*By Fred E. Kunkel*

THE Fair Trade Bill, sponsored by Representative Clyde Kelly in the House of Representatives and Senator Arthur Capper in the United States Senate, is now in the hands of a sub-committee of the House Committee on Interstate and Foreign Commerce, headed by Representative Schuyler Merritt of Connecticut. The Federal Trade Commission has been asked to give a preliminary report on this question, based on answers to questionnaires which it has been sending out during the past three months. It is believed that within a few days sufficient answers will have been received to show the trend and to give a cross-section opinion of business interests throughout the country.

"If the result of this is to give the Trade Commission any decided opinion one way or the other on the bill," says Congressman Merritt, "and if they so report to us, it will no doubt have considerable effect on our action with reference to reporting the bill to the general committee, and also on the action of the general committee in re-reporting it to the House."

"I feel confident that action will be taken on this measure during this Congress," says Congressman Kelly, "The trend towards consolidation, and the rapid extension of chain store systems has made it a matter of life and death to independent dealers. Sentiment is being expressed as never before and members of Congress are being acquainted with the facts at first hand. The sub-committee, I believe will make a favorable report and the main committee will place the bill on the Calendar. A vote will then be taken in the House and I feel that a majority of the members are in favor of its passage."

"I am willing to rest my case on the principle that public policy requires that independent business men of full age and competent understanding shall have the right to contract to uphold a uniform price policy on standard goods, and that such contracts, entered into freely and voluntarily, shall be held good and shall be enforced in courts of justice."

THE opposition to this measure comes chiefly from certain cut-price department stores and chain stores. They urge that this measure would prevent the people from getting bargains and saving money, but those in favor of the measure argue that every penny saved by a consumer by a cut price on standard priced goods is matched by a dollar in excess profits on the price of *unknown and unstandardized* goods.

Not only are 90 per cent of all independent retailers of the United States solidly supporting this bill but the majority of the manufacturers and wholesalers are also in back of it. A referendum vote taken by the United States Chamber of Commerce some time ago showed a large majority in favor of price maintenance. Chain stores and department chain stores are opposing this legislation.

"The price cutters issue flaming advertisements declaring that articles which are known to everybody at a certain price are to be sold at deeply cut prices," says Congressman Kelly. "An article which costs the price cutter 75 cents will be advertised at 69 cents. A 25-cent article will be marked down to 14 cents. The public is expected to believe that these are but examples of the universal savings to be made by dealing at such a store."

There have been chain stores since 1858 but they attracted no particular attention until 1911. Chain drug stores now number about 6,000 and they do 20 per cent of all the drug business of the country. Some 10,000 chain store grocery systems are in operation now with more than 100,000 retail stores doing more than \$3,000,000 worth of business annually.

BUT chain stores are not the greatest problem to be faced in the future by independent business men, even though they have already eliminated 90,000 independents and are still going strong. They, too, will have to face the threat of extinction in the future along with

the independents, for on the business horizon already looms a new Sun—a still greater centralization of merchandising—the chain department store and a merchandising whale.

"Now, we who favor price standardization," says Congressman Kelly, "propose to do certain things. We propose to permit the producer of a standard, trademarked identified, guaranteed article to enter into a contract with his distributors that his product shall be sold at a specified price. The producer who makes such a contract shall be in competition with other producers of the same class of goods and there shall be no agreement between producers, nor between wholesalers, nor between retailers as to sale or resale price.

"We provide that any such contract, whatever other features it may have, shall be deemed to have the implied condition that the goods may be sold for less than the specified price under reasonable contingencies, such as the distributor going out of business, the deterioration of the goods, or the conduct of the business by receiver, trustee, or other court officer.

"The provision is permissive, not mandatory. The contract will only be entered into by the producers who wish to protect their products against manipulation of prices and by the distributors who believe such a policy to be beneficial. It will not be used for marketing goods of quickly changing fashion or seasonal value. It cannot be used for marketing bulk or unidentified merchandise."

The Fair Trade Bill simply aims to provide fair competition, giving the retailer and the wholesaler a square deal, giving him a chance to see if he can live and serve his community more efficiently than a giant combination. If he cannot manage his business and render as good service, he must fail. The bill does not help him. It simply gives him an equal break in competing on fixed price merchandise. If the independent retailer or wholesaler cannot meet the fair competition of any rival, be he large or small, he must, necessarily, make way for a finer and better service.

The bill is not aimed at department or chain store merchandising. It simply restrains from using standard goods at cut prices as bait.

**T**HE passage of the Fair Trade Bill will change the entire merchandising system of the country. Upon its passage to some extent, at least, depends the character of American business tomorrow and the day after tomorrow. The issue is vital to the nation. Price cutting even now is the leech of business which is sucking the life blood out of many wholesalers and retailers. The evil of price cutting generally, will, it is thought, be cured by this national legislation. If price cutting is not abolished, it means continuous price warfare, and the law of the survival of the fittest may eventually leave but a few giant corporations as the all-conquering distributors.

The bill meets with much opposition from the ready-to-wear trade and women's and men's fashion retailers, although it is not probable the Fair Trade Bill will in any way interfere with their merchandising. In the end, it should protect them against manipulation of prices. The Fair Trade Bill in no event is to be applied to the marketing of goods quickly changing in fashions or having but a seasonal value. Neither does the Fair Trade Bill apply to marketing bulk or unidentified merchandise, yet those who handle these products are numbered among the opponents.

The Fair Trade Bill, in general, sets up a remedy for existing evils by putting into the hands of independent manufacturers and independent dealers the power to end the present existing, unfair, dishonest sales system through price control.

"There is in this bill nothing new or revolutionary," says Congressman Kelly. "From the time the cave man made a stone hatchet and bartered it to his neighbor it has been the universal inherent right of the owner of any article to name the price at which he will sell his property.

"Remember that point. The right of contract has been taken away from the business man in America and we seek to restore it to him. It was not taken away by express law, but wholly by court decisions. The General Electric Company sells its lamps through retailers but by consigning the goods and calling the retailers agents, they thus name the price at which the goods can be sold to the consumer, and so avoid violations of the antitrust law and Supreme Court Decisions. This means, however, that only a great corporation which is financially and commercially in a position to use the expensive and more cumbersome system of consigning goods to the retailer can thus protect wholesale prices.

"One of the greatest boons in American history was the adoption of the trade-mark. It standardized production, made uniform quality possible, and eliminated many crooked business practices. It made possible the market extension which results in mass production and lowered the cost on every unit for the benefit of the ultimate consumer.

**"WE WHO** uphold the principle of price maintenance," says Congressman Kelly, "simply say to the distributors, 'Give up the trade-mark if you cut prices. Take the identification off and you may treat the goods as you desire. But if you use a name and reputation, made valuable by honest goods at honest prices, you shall not use them for dishonest purposes.'

"Can anyone defend that condition of affairs before men who believe in the American doctrine of 'equal rights to all, special privileges to none'? If they cannot, it is proof that price maintenance is the only method to secure a square deal for the little independent competing manufacturer of standard goods.

"The danger in monopoly is that it shuts the door of opportunity to the individual. To-day the most menacing sign on the business horizon is the monopolistic tendencies in the field of distribution. If it continues, great numbers of men who in the future seek to enter into independent business will find the door shut tight against them.

"Already the little business man everywhere is being displaced by the huge corporation with its multitude of employees, its absentee ownership, and its financier control.

"Once let price maintenance become again the settled business policy, and you will see a sudden halt to this giant consolidation. You will see red-blooded American manufacturers saying to the man who buys for forty department stores, 'You shall sell our goods on an honest basis or not at all. You shall not use them as spider-web bargains to entrap unwary customers. We will allow you a fair profit, exactly the same as other dealers, no more and no less. Sign a contract that you will do it or you do not get our goods, no matter how big you are.'





*A booth at the Fresno County, California, fair cost the Valley Electrical Supply Company \$1,000, including decoration and salaries paid to salespeople. Orders were taken for \$1,500 worth of electrical appliances*

**D**URING the spring season, nearly every electrical dealer and utility merchandise manager operating in a rural district is asked to participate in a "County Fair." If not in a "County Fair," then a "Poultry Show," "Agricultural and Industrial Exhibit" or local "Chautauqua."

And most dealers in the agricultural districts will exhibit—perhaps not with the idea in mind of making it pay—but exhibiting nevertheless. For most dealers believe in general publicity and, to a somewhat limited extent, are satisfied with results obtained by exhibits at fairs.

However, it is possible to exhibit at a county fair, to get a lot of excellent general publicity and at the same

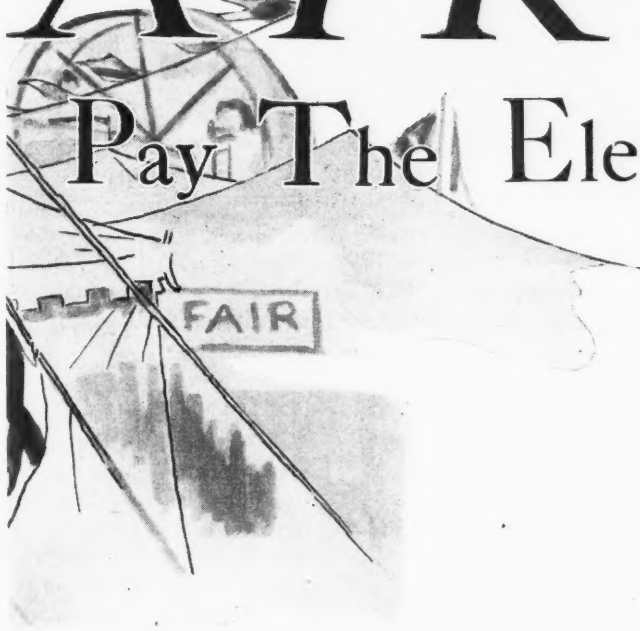
time cover expenses by selling merchandise from the display booth. In 1927, H. H. Courtright, manager of the Valley Electrical Supply Company of Fresno, California, exhibited at the Fresno County Fair and sold \$1,500 worth of electrical appliances in a week. His total cost, including exhibit space cost, decorations, cartage of merchandise and salespeople salaries, with a liberal sum thrown in for time spent in planning the display was \$1,000. And demonstrations which are helping the company salesmen sell appliances to this day, were made to practically every resident of the territory served by this company.

According to Courtright, the reason why the average electrical dealer does not make his fair exhibit

By  
C. GRUNSKY

# AIR S —

## Pay The Electrical Exhibitor



*with*

PROPERLY SELECTED SPACE,  
*well equipped.*

INTELLIGENT DEMONSTRATORS,  
*continually on the job.*

A CREW OF SALESMEN,  
*instructed to give every  
visitor a sales talk.*

*and* PROPER SUPERVISION

pay for itself on the spot is procedure about as follows:

First the merchant hires space—any space and arranges with a carpenter to erect a booth, a railing and miscellaneous counters, the extent of "miscellany" depending entirely on the artistic taste and temperament of the carpenter—if any.

An electric range, or washing machine, or ironer—perhaps all three—are then placed in the back of the booth. Other appliances are scattered around the space on tables, or counters, or chairs, or on the floor.

On the night of the opening, a demonstrator arrives on the scene and after searching diligently for the company booth finds it in a remote corner "away over by the fire exit." She finds her appliances hooked up—maybe, and proceeds to demonstrate throughout the evening to a varying crowd, her back to the aisle and audience.

A "salesman" is present—if his evening is free—and he passes away the hours dispensing sales leaflets to the passing crowd, all the time with a bored expression on his face as likely to encourage people to stop and ask questions about appliances as the appearance of "Lon Chaney" in one of his character rôles.

The result—naturally—is "no business."

**C**ONTRAST this with the method used by the Valley Electrical Supply Company. First a space is chosen as near as possible to one of the entrances to the main exhibit space. It is selected well enough in advance to permit this. An arrangement is made with exhibitors on either side to permit the installation of arched passageways between exhibits. This improves traffic for all three exhibitors.

Next a "sidewalk" of large-checked tile material is laid from the main entranceway of the building completely around the electrical booth. The floor covering spreads out, as the booth is reached, to cover the entire floor. Naturally, the spectator who has been strolling along the walk, in a stream of traffic, finds himself eventually in the electrical booth. There is no railing to stop him from entering; it is obvious that he is expected to come in. And when he does come in he finds himself listening to a woman who is demonstrating an appliance, facing him. The booth itself is slightly "horseshoe" shaped. This gives the demonstrator a chance to face her audience on all sides and, of course, the equipment is placed to make this possible. A railing *around the demonstrator* is a good idea. People always crowd closer to a demonstration when there is a railing to lean on. The railing keeps them close. Try demonstrating with-



*H. H. Courtright, manager of the Valley Electrical Supply Company, arranged for a daily check of orders during the Fresno County Fair. He estimates that the exhibit costs about \$10 an hour to maintain*

out one sometime. Note how people "shy off."

Once the strolling sightseer at the fair is within the booth he is approached and spoken to by a salesman. These company representatives do not merely stand around and pass out circulars, but are instructed to give every visitor a complete sales talk. No actual sales are allowed at the fair, but orders can be taken—and the salesmen are instructed to take them.

At first there was some doubt in the minds of company executives as to whether this policy would be popular with the public, who might shun a booth where they were talked to so vigorously, but it soon became apparent that this was looked upon as friendliness. It was interesting to note how many people visiting the fair had felt that no one paid enough attention to them. They had come there to have things explained and had found little satisfaction in just walking past and looking at things. They actually wanted to be told about appli-

ances. And there were many who expressed their appreciation later.

The cost of this booth at the Country Fair has been very carefully checked by the Valley Electrical Supply Company. Materials are standard, being used from year to year, with only an additional erection cost and a few miscellaneous accessories to be figured in. Salaries of salesmen are added, which brings the actual cost to somewhere in the neighborhood of \$420 for the week. Mr. Courtright is not satisfied to leave the figure at this, however, estimating that the time spent in planning for the fair, the extra moments of supervision, cost of delivery of materials and other items of overhead not usually reckoned bring the cost to about \$1,000 as a round number.

This is prorated by the hour. The hours of actual sales return from the booth are not those during which the fair is open, but from 10 to 12 in the morning, with an interval out for lunch. From 1 to 3 in the afternoon, and from 8 to 10 at night—in other words, about 7 hours a day for 6 days, or 42 hours altogether. The actual outlay under the first estimate, therefore, is about \$10 an hour.

**D**URING the period of the fair, a check is made every hour to see how the returns from the booth check against this cost. This is reported to the salesmen, so that they know, for instance, that on the first day they fell \$100 behind and that must be made up. For the first day or two, the booth is apt to fall slightly behind expenses. But with results for the whole period checked up, it is always found that money has been made. Last year, for instance, the actual orders taken during the six-day period—and this does not include prospects whose orders may have been closed later—amounted to \$1,500, or \$500 more than the extreme estimated cost of the booth.

In addition nearly everybody in the county attended the exhibit. So it is evident that fairs can be made to pay.

People visit these exhibits. It is an excellent time to show electrical appliances. Dealers should display their merchandise. But, as Mr. Courtright admonishes, "Don't spend the money for space unless you intend to get business enough to cover expenses. Sell enough merchandise to bear a portion of the expense."



*This exhibit operated by the Valley Electrical Supply Company in Fresno attracted nearly every resident of the county and demonstra-*

*tions made during the progress of the fair are still producing appliance business; \$1,500 worth of appliances were sold during the fair.*





*This simple, inexpensive window display, based on a vacuum cleaner manufacturer's sales slogan, is producing business for the Best Electric Company of Ames, Iowa.*

# SLOGANS

*in your*

# WINDOW

**M**ANY electrical appliances, notably washers, refrigerators and cleaners, have slogans which by reason of describing merchandise, and by reason of long-time and constant usage in connection with their respective appliances, have become endowed with considerable publicity value.

Some electrical appliance slogans are so well known, in fact, that when one hears the item mentioned the slogan comes to mind.

Such a slogan means a lot to the product, it means a lot to the public, it means a lot to the dealer who avails himself of the uses it affords. For one thing, a slogan serves well when it is necessary to talk briefly—on poster advertising and in window displays.

The Best Electric Company of Ames, Iowa, provides illustration of the helpfulness of a slogan. "How to utilize our window space was not much of a problem," says Cecil A. Johnson of this store, "until we began seriously wanting to get sales reaction from our displays. As we studied the matter we came to realize that the mere showing of a piece of merchandise in a window is helpful, but displaying it, in other words, making the window talk by saying something appropriate about the article, is far more effective.

"The electric cleaner is an example. We had handled the one make for years and had talked, demonstrated and advertised the fact that *It Beats, as it Sweeps, as it*

## *Just a Few More of the Slogans That Can Be Capitalized—*

"Rinses as It Whirls—Dries as It Whirls"

"The Grand-Prize Cleaner"

"—for Lifetime Service"

"A Copper Washer for a Silver Dollar"

"The Choice of the Majority"

"The Crisp Dry Air of a Frosty Night"

"More Than a Million in Use"

"Spin-rinse, Spin-dry"

"Oldest Domestic Refrigeration"

"No-Burn-Out"

"Dependable Electric Refrigeration"

*Your display man will  
recognize them—*

*Cleans.* This slogan had been used by the manufacturer in all his national publicity for a score of years and on folders and broadsides that we had distributed from time to time. We had often used the slogan in our windows, too, and its connection with this appliance was pretty well known and recognized in Ames as elsewhere.

**"W**E wanted to vary our presentation of the electric cleaner during the housecleaning season last Spring. Being an electrical store we are, of course, under the handicap of lacking the display pieces and equipment which make it possible for department stores to present merchandise in wonderful settings, our main accessories being crepe paper and the display material furnished by manufacturers. We could find no idea more aptly telling the cleaner's story than the old slogan, and decided to use it again, dramatizing it, however, if possible.

"This we did by making a cartoon illustration of each of the three actions embodied in the slogan, Beating, Sweeping and Cleaning, and tying these up to a hand lettered sign. Our effort seemed to humanize, or shall we say 'humorize,' the slogan, yet without burlesquing it. The window proved very effective as a sales help—and it proved to us, too, that one cannot find surer display ideas than those which lie close to the merchandise itself, in this instance, the slogan."



# COLD

By  
ALAN STREETER

*The author is an experienced salesman and his article reflects the thinking of many salesmen and salesmanagers on the firing line. A productive substitute for too much cold turkey was outlined in last month's "Electrical Merchandising" by this same writer in his article on telephone canvassing. Another method of paving the way for the salesman is described in the article on Mr. and Mrs. Jacob of Plainfield on page 90 of this issue.*

THE "cold turkey canvass" may survive the next five years as a major means of building sales volume—but if it does, its survival will mark the first instance in recorded economic history that the inexorable law of supply and demand has been openly flouted.

There are distinct indications that that economic factor known as "the point of diminishing return" has been definitely reached by the door-to-door canvass and that, if the volume and the prestige of those appliance organizations dependent on this sales medium are to be maintained intact, there must shortly, and perhaps hurriedly, be a casting about for an effective substitute for the present piece de resistance.

It will be a happy day that marks the passing of this hitherto exalted barnyard fowl from the selling bill of fare; for the housewife who has grown tired of its persistent and irritating cackle; for the salesman who has waxed anything but fat on its tough and stringy meat; and for the sales executive who found it insufficiently appetizing to retain the continued loyalty of the boarders at his table.

Looking at this mode of selling from a strict economic view-point, there is every reason why the axe should fall. There is an over-supply of salesmen at the individual door-bell. There is an over-demand for salesmen in the individual sales organization. There is hostility in the mood of the woman who answers the bell and there is skepticism in the mind of the man who rings it.

The four elements just won't jell!

The attitude of the salesman, as an obstacle to the profitable progress of door-to-door canvassing, can be momentarily—but not entirely—dismissed. Inasmuch as

this country's birth-rate shows no indication of a sharp decline, it is fairly safe to say that, with the aid of more or less roseate advertising, a plentiful supply of salesmen can be secured. Keeping them is another matter—which will be discussed later.

THE primary obstacle to the continued success of house-to-house work is the resentment of the woman who must answer the bell, a resentment which is being intensified by the wide-spread reading of such anti-advertising and anti-salesmanship best sellers as "Your

*The sales executive has found "cold turkey" insufficiently appetizing to retain the continued loyalty of the boarders at his table.*



# TURKEY

## *Gets ROASTED*

Money's Worth," by Stuart Chase and F. J. Schlink—to mention only one of the several that are now on the market.

Leaving aside, momentarily, the latter propaganda, let us look at the plight—and the frame of mind—of a certain bell-answering housewife who resides in a rather out-of-the-way end of an Eastern suburb.

At three o'clock of an afternoon during the Spring this woman told the writer—who was on one of his own bell-punching expeditions—that, in preparation for enlisting the aid of the local police, she was keeping strict tab on the number of canvassers who rang her bell. She said that this writer was the *twenty-first* salesman who had called her to the door that day.

There had been one other vacuum cleaner salesman; a canvasser from the electric light and power company; a sewing machine salesman; two book agents; four real estate sub-division salesman; two silk hosiery agents; an insurance canvasser; a man selling soap; another selling weather stripping; a "college student" offering magazine subscriptions; a highly rouged girl of seventeen or so,



"Salesmen have waxed anything but fat on its tough and stringy meat."



selling a book of advice for mothers; a Ford salesman; a laundry representative; a woman selling books of needles; and a bond salesman.

Twenty-one of them, up to three o'clock—she should have hit her quota of twenty-five, easily, by five o'clock! Not one of them sold her a nickel's worth—she spoke to them because *she wanted data for the police*. That's the frame of mind of the woman behind the bell.

SOMEWHERE in the industry there is a slogan, I believe, that goes something like this: "If every man had to do the Monday wash, he'd buy his wife a washing machine." The genius who conceived that idea might have added that, if every appliance sales executive had to answer his own door-bell, he'd fire his house-to-house crew.

True, the appliance trade isn't entirely responsible for the situation at the door-bell; it merely contributes to it, among many others. The point is, the situation exists and it is a situation that is relegating the cold turkey to the company of the dodo.



Nor is it a passing situation; it is a permanent one and it is growing worse. The hectic day encountered by the suburban woman before mentioned was, she stated, not at all an abnormal one. The same thing was happening day in and day out, she said, both to herself and to every woman resident in that neighborhood—which was not at all an accessible one.

The accuracy of this statement is readily understandable upon only a brief perusal of the classified help wanted columns of the daily papers; and upon a reading of some of the "salesmen's magazines." The help wanted columns, heavy with alluring calls for "\$5,000 Men, On a Straight Commission Basis," are filling the highways and hallways with men who respond to their lure of a quick clean-up, who give it a trial, and who—give place to a new crop. The salesmen's magazines are sending forth men to the door-bells prepared to sell anything from needles to haystacks.

"Well, whose fault is that—ours?" a vacuum cleaner executive asked the writer. No, it's not, if an irrelevant question *must* be answered. The point is: there exists a situation that bodes no good for the house-to-house canvass.

Now add to the housewife's natural resentment at the multiplicity of unsolicited calls at her door the fact that she is reading and hearing that the salesman is a parasite and an unnecessary burden that she must help to bear.

LET us look at a little of the "educational literature" that is being aimed at the buying public. The excerpts below were taken from "Your Money's Worth," by Chase and Schlink, this book being a "best seller" rivaling fiction in its circulation.

"Two *moderately priced* makes of vacuum cleaners are known to be good enough for office building janitor service—which is way above the standard of normal home performance."

"Mr. Sullivan Jones, State Architect of New York, assures us . . . 'On the average not less than twenty-five cents in every dollar the consumer pays goes to meet the cost of selling.'"

"Ask advertisers to produce the scientific facts upon which their claims are based. . . . Ask the same of door-to-door canvassers."

"When you hear the word 'guarantee,' laugh heartily. . . . When you read a testimonial, laugh heartily."

"Do these things in the name of your church, your club, grange, union, or trade association, representing real buying power."

The effect of such anti-selling literature should not be underrated. This writer has personal knowledge that, when one of the largest philanthropic institutions was in the market for several hundred vacuum cleaners recently, the purchasing agent was wholly influenced by this book in placing his order. This particular volume was originally sponsored by a reading club of 40,000 membership; the public and private libraries now report a tremendous demand for it, with all copies "out."

That such books will damage the reputation of any reputable manufacturer is beside the point. Their authors certainly had no such thought in mind when they wrote them. But! They do create a situation that is prejudicial to the house-to-house man—to the cold turkey canvass. The woman who is exasperated at being called to the door is not mollified by the knowledge that her caller is a young man selling a \$90 vacuum cleaner—certainly not within the book's category of "moderately priced." *That's* the point.

That is the situation at the door-bell.

The other obstacle to continued successful use of the cold canvass is the salesman himself.

Shortly and sweetly, the door-to-door sale of electrical appliances has acquired such a bad reputation, and this reputation has become so wide-spread, that the appliance trade can no longer hope to make drafts of appreciable size upon the country's self-respecting man-power.

SPEAKING as one of the older timers who has seen more than his share of door-bells, this writer would like to ask why any man should work without leads, without drawing account, with nothing but a personal franchise on the town's bell-punching potentialities—in other words, on the coldest kind of cold turkey—when they are so many tempting propositions that offer assured income, congenial work and the respect of the world in general? Why should men stick to such a cold proposition, after they find they can improve their lot so easily? The answer to that is—they don't!

It strikes this writer that the appliance field asks more of its salesmen, and offers them less, than any other legitimate selling field on this universe.

What's the remedy?

An effective lead-getting system that will eliminate the cold canvass. A drawing account system that will attract and hold the better class of men. A more rigid system of hiring the men that such a drawing account system will attract. Adequate training methods that will elevate the status of the appliance salesman to the approximate standing of, let us say, the modern book or insurance salesman.

The book publishers supplied this answer to *their* difficulties some years ago. You will remember that, not so long ago, the book agent was considered the very last word in pests. How many book buyers can now legitimately claim that they are being bothered by the representatives of the better book publishers? Few indeed, because the book trade has practically eliminated unsolicited calls by the institution of effective lead-getting methods. The methods used by such houses as The Grolier Society (The Book of Knowledge), P. F. Collier & Company (Dr. Eliot's Five Foot Shelf), The Roycrofters, The Encyclopedia Britannica, and numerous others, are examples of what really can be done without the cold canvass, if the organization really wants to do it.

The appliance trade does not need to be told how to co-operate with its men; examples of successful co-operation are all about the trade. But co-operate the industry *must*, because the unsupported cold canvass has passed the peak of its prosperity.

"COLD turkey" is inexorably doomed to pass but its passing will bring nothing but thanksgiving to consumer, salesman and well-balanced sales executive. Its passing will bring nothing more than that stability of volume, sales force and prestige characteristic of those lines that have long since discarded the bird as an important factor in their plans.

A few traditions may be severely jolted before the cold canvass passes. A few executive heads, oblivious to the sterility of the bird but confident of its ability to grow younger and tenderer with the passing of the years, may have to meet the axe. By and large, however, no industry has ever hurt itself by elevating the tone of its salesmanship.

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*When You  
See the* **VAN—**  
*Look for BUSINESS*



*6,910,000 people change their place of residence every year.*

*In the new home there is one electrical item which is invariably needed—LAMPS.*

*Sell them lamps—use this item as an approach—then go after appliance business!*



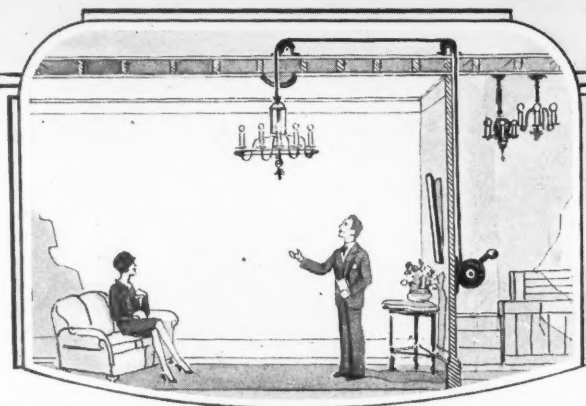
# A Luxurious

Gordon Smith, vice-president, Mathews Electric Supply Company, Birmingham, Alabama.

The Mathews Electric Supply Company sold \$250,000 worth



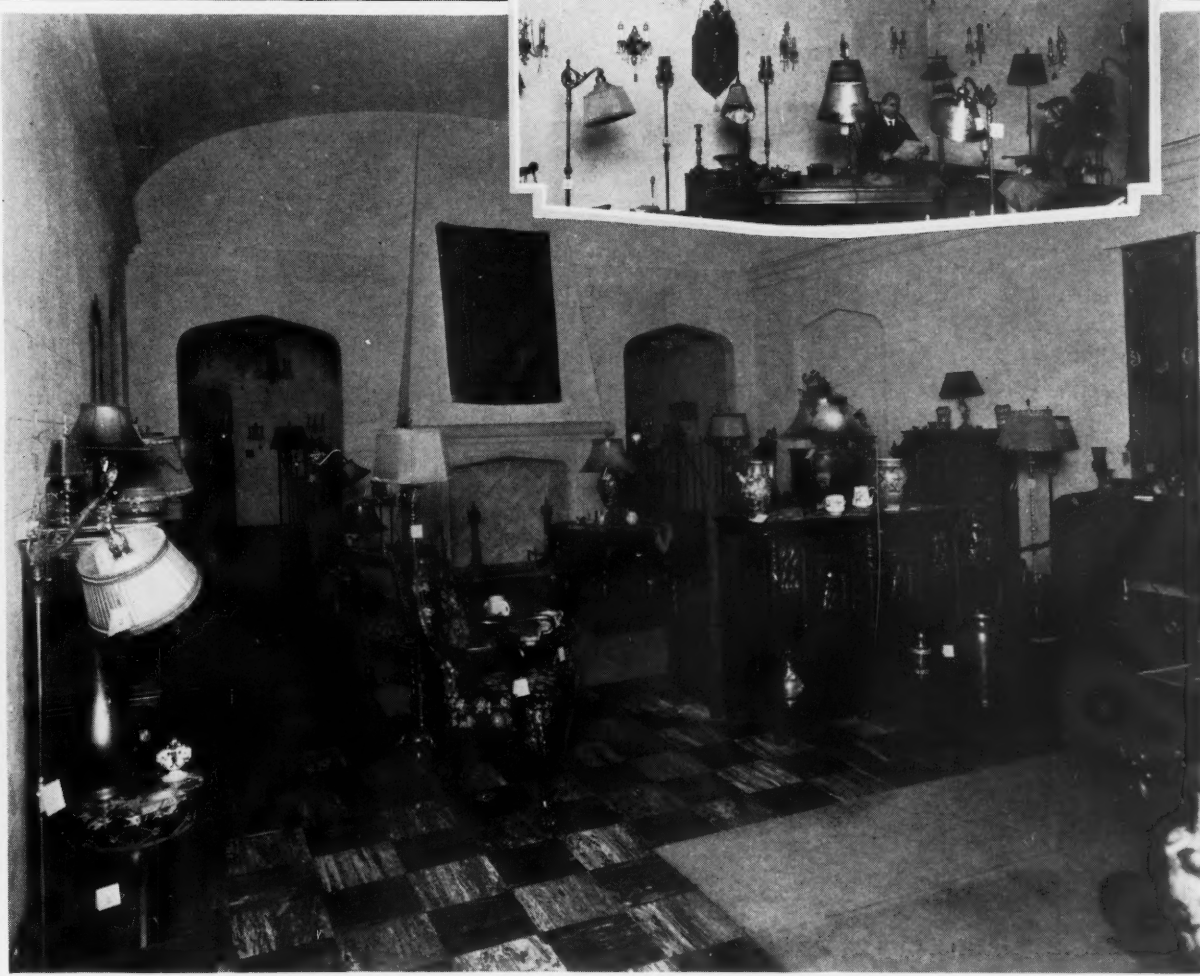
Fixtures are displayed singly in this artistically decorated room by means of an ingenious pulley and crank arrangement operated from an adjoining room. By turning the crank a connection is lowered and when the unit is raised to the ceiling it appears to be permanently installed.





# Setting For LIGHTING

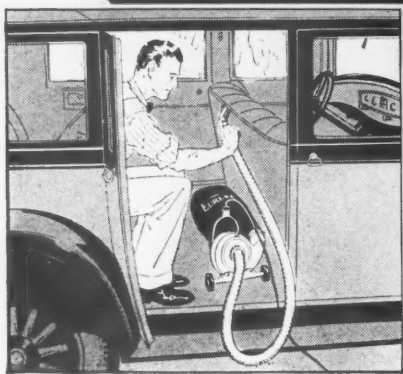
*of lighting equipment for dealers from this Birmingham showroom, last year.*



*This is the main display room of the shop, with its massive stone fireplace, high arched ceiling and imported furnishings. A number of the better grades of portable lamps furnish lighting, though these are usually sold in adjoining rooms. In the insert is one of these adjoining rooms given over to the display of a more elaborate type of fixtures and also to the display of portables.*



# EUREKA'S



Now it is possible to Eureka-clean the inside of a motor car without the slightest awkwardness or inconvenience—a new and important sales appeal to men as well as women.



In a matter of seconds, a child can convert the Model 11 Eureka for its many special cleaning purposes in small and inaccessible spaces — stairways, cupboards, closets — awkward or impossible to reach with cleaners of the ordinary type.

# **GREATEST** ***Achievement***

**COMBINATION HOME AND AUTOMOBILE  
CLEANER WITH DETACHABLE HANDLE**

## ***New Model 11***

Perhaps the most remarkable fact about the great new Model 11 Eureka is its new appeal to men because of the exclusive convertible automobile feature—which now enables Eureka dealers and salesmen to obtain consumer sales with less effort than is usually required to sell just an ordinary cleaner which appeals primarily to women.

Analysis of Eureka sales since the introduction of Model 11 late in February shows that a complete set of attachments, including the extra 25-foot converter cord and floor polisher, has been sold with 96% of all Eureka cleaners. The high percentage clearly indicates how men

appraise the convertible feature, and how highly women value its wide range of usefulness in the home.

The additional profit so easily obtained through attachment sales is, however, only one of many factors that have enhanced the value of the Eureka franchise. Model 11 makes possible a more "sure-fire" approach—permits a different, exclusive and more spectacular demonstration—provides many new and convincing reasons to present users to trade in their old, inefficient cleaners.

For information about the dealer opportunity in your territory, write or wire the factory.

**EUREKA VACUUM CLEANER COMPANY, DETROIT, U. S. A.**

*Largest Manufacturers of Vacuum Cleaners in the World*

Canadian Factory, Kitchener, Ontario. Foreign Branches: 8 Fisher Street, London, W. C. 1, England; 58-60 Margaret Street, Sydney, Australia

Remember that the Eureka develops the full power of its marvelous "Super-Vacuum" when the attachments are used. The improved Eureka attachments include: 25-foot converter cord, floor polisher, 8-foot cleaning hose, extension tube, radiator tool, detachable brush, upholstery nozzle—the complete set retailing at \$8.00. To convert Model 11 for special cleaning purposes, the handle is removed by the turn of a thumb-screw, converter cord plugged in, cleaning hose substituted for regular nozzle.



(458)

# Women Like It



Sunnysuds is built with gasoline engine drive for use where electricity is not available.

## The *New* Sunnysuds

WITH OCTAGON CO.



# AND BUY IT!

*Knowing the importance of attractive appearance in selling the woman buyer, Sunny Line Appliances, Incorporated, has created the industry's most distinctive and attractive washer.*

TO see the New Sunnysuds is to understand why women like it—why they buy it. It is beautifully finished in silver gray lacquer and flashing nickel—it washes faster and with less wear on the clothes. It is convenient—safe—easy to operate.

The New Sunnysuds offers you these extra sales advantages—it's so good you don't have to make " 'em like it." You can outsell your toughest competition because a great majority of prospects say "That's just what I want."

The new sales and advertising plans make the Sunnysuds the most desirable franchise you can get. Write for information.

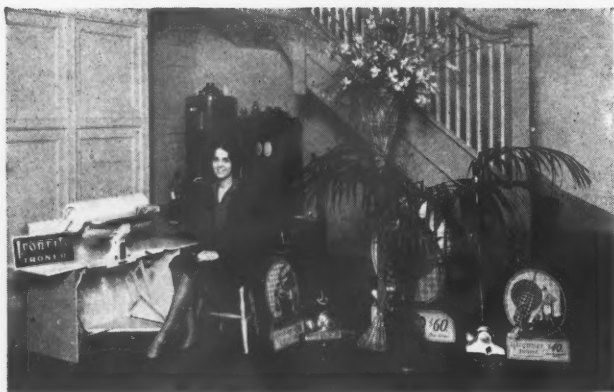
**SUNNY LINE APPLIANCES,  
Incorporated**

Detroit, Michigan

Canadian Factory: Onward Manufacturing Company, Limited, Kitchener, Ontario, Canada.

# nnyds

GON COPPER TUB



# A New Store in Washington



(Below) A washer, mounted on a ledge over the doorway of the Interstate Appliance Corporation's new retail store in Washington, D. C., is attracting considerable attention. It has a panel of glass which permits the washing action to be seen from the street. A light placed under the cover makes it visible at night.



Color plays an important part in the appearance of the store. The walls are tinted in a shade between peach and orange, drapes are orchid, woodwork is in Nile green and the floor covering is tile inlaid linoleum in orchid, tan and brick-red checks.

(Left) The salesmen's conference room is tinted light green with canary colored hangings, and black and white tile linoleum.







## Let Congress Investigate *Central-Station Service*

(Continued from page 80)

their wives and daughters to the back-breaking wash tub?—that they endanger their babies' lives?—that they deny the farmer a chance to operate his pump and feed-cutter by motor?—that they, the voters, should abridge their enjoyment of a service which means emancipation from a thousand differing forms of drudgery?

That is what the politicians have been doing, however, it is what they are trying to do in Washington today. It is what they will continue to do just as long as they can get away with it.

But they can be stopped.

By advertising.

The politicians are trading some fifteen billion or so woman-hours of broom-slavery, tub-drudgery, pump-handle servitude, and dish-pan skultery labor for enough votes to get 'em back to Washington. They don't care a merry whoop for the people—what they seek is votes. If the votes are secured at the expense of suffering women, sick babies and overworked men—they should worry. It isn't their women who suffer, their babies that are sick, or themselves that are overworked. They live where they can have electric service.

There is just one thing that will definitely and with

finality put the kibosh on the political rough riders—and that is for the utilities to *advertise their electric service*.

It is only because the public doesn't know what it can get for its money that the politicians are given the opportunity to raise hell.

Take that opportunity away from them.

Let the utilities go to the public boldly, candidly, persuasively, and through advertising sell their service as Campbell sells his soup, as Wrigley sells his chewing gum, as Post sells his toasties, as the tobacco companies sell cigarettes.

When the public realizes what it is getting or *can* get for its money it will not quarrel with the price.

And when the public realizes what it can get for its money, electric appliance sales will soar to undreamed-of heights. That is *Electric Merchandising's* objective.

When the public is persuaded to think of electricity in terms of *service* and not in terms of *rates*, in terms of benefits and comfort and labor-saving and leisure instead of in terms of readiness-to-serve charges and price per kilowatt-hour, in terms of the gain to themselves instead of the profit to the utility—then, and not till then, will we have a real electrical merchandising business in America.

## A.C. Tubes and Line Voltage

(Continued from page 85)

volt average value. The third gives best performance on lines averaging 120 volts.

These lamps will safely stand an overload as great as 180 volts a.c.—any and all of them—without “blowing out.” This is greater ruggedness than that of any a.c. radio tube. But it is the common knowledge of lamp engineers that a 5 per cent constant overload on a tungsten filament incandescent shortens the *life* of that tube just 50 per cent! One hour's use of a lamp at 5 per cent voltage overload is equivalent to two hours' use at rated voltage.

This in a parallel field which has been producing equipment for years!

\* \* \* \* \*

**U**NDoubtedly radio tube manufacturers will provide a.c. tubes which have a greater voltage tolerance. They are, and have been for some years, spending a great deal of time and money on the problem.

At the present set manufacturers provide to a degree for voltage variation by means of a transformer primary switch or variable resistance which permits applied voltage to be reduced or increased.

But it is evident that while the *eventual* solution to the problem may rest with the tube or set manufacturer we can look to neither for the *immediate* solution.

\* \* \* \* \*

**T**HE solution is easy and immediate.

Before you install a.c. sets in any district, test the line voltage!

Get a good high-resistance a.c. voltmeter and check the voltage in the district at at least three times during the day. Check the line voltage in the morning, at noon,

at three o'clock and again in the evening when there is a possibility that the lighting company has thrown in additional generating equipment to take care of lighting load.

Check the average voltage in several different homes in the district.

Then be sure that when an a.c. set is installed on that particular line its transformer tap switch or resistance is properly set to deliver the proper voltages to the tubes when the *maximum* voltage is on the light line.

The sets are sensitive enough to give complete satisfaction even if the tubes are worked slightly *below* rated voltage and a slight reduction in efficiency can be more easily afforded than short-lived tubes.

If the receiver handled has no primary or line voltage adjustment control and the average line voltage is higher than that specified by the set manufacturer equip the set with a variable resistance of about 50 ohms capable of handling 100 watts are more and reduce the voltage average to the proper value.

\* \* \* \* \*

**T**HERE is *another* way in which the retailer may safeguard his installations and sales.

Go to the lighting company! Tell the lighting company that you are going to sell a.c. tube sets.

Ask the lighting company for a diagram of its territory showing the lines on which the best voltage regulation with a minimum of “peaks” may be expected.

Sell a.c. tube sets to the people on these lines.

Where there is *poor* line voltage regulation sell *electric* sets using d.c. type tubes, trickle-charger combinations and power pack devices.

These outfits are not particularly critical as to voltage variation.

# Electrical Merchandising

The Business Magazine of the Electrical Trade

THE conditions attending the sale and use of Electrical Merchandise form a community of interests that equally involve all the merchants who handle anything electrical, no matter what or where their stores may be, or what they call themselves. Different kinds of merchants may approach this class of merchandise from different directions. They may come up out of dissimilar backgrounds. They may disagree on many details of both policy and practice. But if they pursue this market, it isn't long before they find themselves established upon merchandising fundamentals that are almost identical, and sharing conditions that unescapably surround them all.

It is to the service of these common interests that this magazine is dedicated. Our task is to bring to the newcomer some of the experience and the matured thinking of the old timer and to make available to the veterans some of the freshness and initiative of the young recruits.

And therefore we espouse the cause of no bloc. No group intent on selfish purposes can make this magazine the mirror of its narrow thinking. We stand for the broad interests of this democratic electrical community that we know so well. We render our service to the men now in the appliance business, whether they come from the power company or the department store, whether they be electrical or specialty dealers, hardware men or merchants from any other trade.

*A statement of editorial policy from  
"Electrical Merchandising," August, 1927*

# As the

## What Price Price?

WHEN a well known mail-order house established a display room in a middle sized midwest town and therein offered and sold a carload of washing machines at something like ninety dollars each within 30 days, there arose loud sounds of anguish from the local distributor of a "regular" priced machine who declared that he was being ruined by cut-throat competition.

It occurred to somebody to inquire whether this were really so. The buyers of the mail-order washers were interviewed: they were asked whether or not they had been "sold" through the efforts of the "regular" distributor, and had later bought the mail-order machines on the basis of price. All but two denied this. The rest said that they had seen the advertisements and display of the cheaper washer, that the price looked right, that they had confidence in the mail-order house because they knew it always gave good values, and that the purchase was made voluntarily.

Looking at this incident coldly, we see not cut-throat competition, but simply a better understanding of the public's buying habits.

Price was a contributing, not the determining factor.

## Selective Vision

THE greatest buttress of complacency is selective vision—the ability to see only what one wants to see.

In these pages we frequently emphasize unpleasant facts. Our intention is not to be a skeleton at the feast nor a croaker in the house of rejoicing; we aim simply to turn the glare of cold reason upon things as they are, in order that these things may be made better.

But the man who is satisfied generally wishes to remain so. He resents being jostled out of his comfortable complacency. So he cultivates the weakness of selective vision, seeing only what he wants to see and denying angrily existence of any facts which tend to disturb his jelled ideas. Bankers have a way of shutting down on the man of selective vision. Sheriffs eye him speculatively.

To all such we offer our condolences.

## Anonymous Appliances

ANONYMITY is evidence of cowardice. The writer of an anonymous letter, the masked crook, the maker of a nameless product, have this cowardly characteristic in common—They are afraid to accept responsibility for their acts.

It is well for electrical appliance dealers especially to keep this truth in mind when asked to buy anonymous merchandise. If the manufacturer is afraid to put his name on it, the merchant should be afraid to buy it.



# Editors See It

## *Two Varieties of Good Will*

A BOSTON chemist, we believe it was, succeeded actually in making a silk purse out of a sow's ear. It was not a very good purse and it cost some few thousand percentum more than a genuine silk purse of equal capacity and superior quality would have cost. It was interesting simply as a "stunt."

The central station industry has for years been trying to make good-will synthetically. They have bought fair white space in the newspapers and filled it with self-laudation. They have employed people to disseminate information interlarded and weighted down with sweet scent and saccharine. Once in a blue moon they have appeared by these means to win a good-will victory—thereby in a manner duplicating the chemist's feat of making a silk purse out of a sow's ear.

Such synthetic good-will is never worth what it costs. The genuine article is better and cheaper.

## *Fault Finding*

WHEN Robert Pogue, the Cincinnati department store man, sees a new piece of merchandise, his first question is, "What's good about it?"

When the average electrical merchant sees a new piece of merchandise, his first question is, "What's wrong with it?"

Pogue gets stung plenty but makes money. The A.E.M. doesn't and doesn't.

## *Sub-Standard Merchants?*

THE material published in the February and April issues of *Electrical Merchandising* on sub-standard appliances has created much comment. Many readers have sent in samples of sub-standard merchandise bought in their towns. Just as this issue goes to press, one reader mails us a page torn from the current issue of "House Furnishing Review," which, under the heading "Why Not an Electrical Dollar Day to Build Appliance Sales?" lists a number of prominent department stores who have featured dollar electrical appliances.

This interesting item also states that in a comprehensive study of dollar-day advertisements, twenty-six out of thirty-five announcements by outstanding stores contained electrical items. The electrical toaster, it is said, is a prime favorite among dollar-day leaders, as it appeared in all twenty-six announcements. The dollar stove is second in popularity as a special.

All of this indicates the carelessness of some leading merchants toward electrical quality and safety requirements of the home. It also points to the importance of getting the facts on these appliances and getting the facts to the attention of these merchants.

## *What's the Matter with Local Initiative?*

WHY must local activity so often depend and wait on national movements? Remodeling old homes is a splendid thing for everybody. It increases value of real estate and buildings, provides a market for lumber, plumbing, labor, more electrical wiring and fixtures. But, instead of immediately getting busy on home remodeling in many localities, we have a national movement, with committees, contributions, boards of directors, and all the rest of it. Local action is slowed up waiting on national promotion.

National promotion is all right. We need it. But a national movement is after all but a series of local movements. If an idea is good and will work, it can be translated into action in Skaneateles without reference to what is going on in Terre Haute.

## *Don't Be a Dabbler*

WHEN a woman fares forth to purchase a new hat, a decorative lamp or any article where style is a factor, she expects an adequate assortment of stock from which to pick and choose.

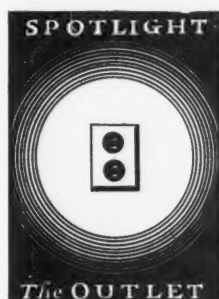
Despite this well-known propensity, many electrical dealers are still attempting to sell table and floor lamps, essentially style merchandise, from a too limited stock. Too small a display cannot be varied enough to attract buyers in worthwhile numbers. And even a small stock that is inactive ties up valuable capital and causes serious losses through depreciation inroads.

The answer is either "get in or get out" of the portable lamp business.

## *The Demand for Beauty*

IN A CHOICE among similar commodities, it is the one most pleasing to the eye that is selected. This situation is true of everything—everywhere. Just now there is an urge for more and more beauty. Even such strictly useful appliances as the washer and ironer if not beautiful must be well proportioned and pleasing in appearance.

And this demand for beauty applies as well to the surroundings in which merchandise is displayed and sold. Department stores spend fabulous amounts for merchandise backgrounds. Many central stations and some large dealers have equipped their showrooms with model homes to display electrical merchandise in its proper and most attractive setting. And even the smallest merchant has at his disposal the most potent element of good display—light. Window and store lighting is a display and selling asset of which electrical merchants should make lavish use.



*Table appliances displayed on a highly polished surface are at their best.*



# For MORE Store

## ☞ The Tennessee Electric Power Company—

*displays table appliances on a highly polished surface.*

## ☞ Weisz and Brooke—

*numbers all lighting fixtures on display with metal tags.*

## ☞ Spark Stove Company—

*uses the rear of its store as a show window.*

## ☞ Guarantee Electric Shop—

*posts the power bills of range customers in its store.*

**T**HERE is more to store selling than merely placing the merchandise on the floor or in a glass showcase. Any retailer knows that. Selling in the store requires thought—just as much thought as is required to plan an outside sales drive.

Ways must be found in which selling can be simplified. Every store facility must be brought into play to do a

good sales job. For it is because a store permits the use of certain *mechanical* selling advantages that we *have* stores. By “mechanical” advantages we mean sales “props” which make sales easier to close.

**T**HE Tennessee Electric Power Company of Chattanooga, for instance, has found it excellent practice to equip its appliance display room with a highly polished table. When a prospect shows interest in a waffle iron, percolator, urn, grill, or any other appliance commonly used on the table, these appliances are taken by a salesperson, placed on the polished table-top and *then* a sales talk is given.

Table appliances are purchased for appearance, as well as for the performance of household duties. And displayed on the highly polished table-top they are at their best, so far as appearance is concerned.

**T**HIS same company in Chattanooga has developed a simplified method of displaying two different styles of lighting fixtures simultaneously, without one detracting from the appearance of the other. Many people who enter the shop to purchase lighting fixtures see two different fixtures, like both of them, but can't make up their mind just which unit to buy. They are immediately conducted to a display panel (shown on these pages) which displays both fixtures against proper backgrounds but because of a dividing partition of composition bored between the two prevents “overlapping.” Yet a buyer standing in front of the display can look quickly from one to the other.

**A**NOTHER interesting innovation is in use in San Francisco, in the store of the Spark Stove Company. Instead of using windows fronting on the street to dis-



(Left) Numbering the lighting fixtures permits the customer to refer immediately to them when she decides to buy and also aids in keeping price records.

(Below) This lighting fixture display stand, one unit "shielded" from the other by a composition board partition, permits instant comparison of units.

# S A L E S

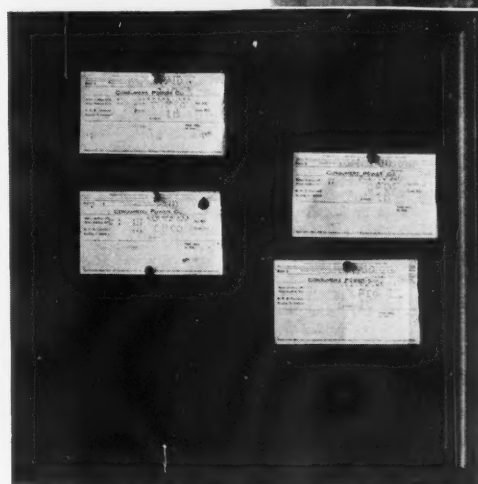
play ranges, this company has devised a display scheme which greatly heightens the effect of its range exhibit, especially at night.

The front windows are left empty. But in the *back* of the store, visible through the show windows from the street, it has constructed two small "stages." These are about 3 feet from the floor and are hung with dark draperies. On these stages are placed ranges. When the store is closed for the day spotlights are thrown on the ranges. And as all other store lights are extinguished the ranges seem to "float in the air." And because of their placing in the back of the store the display has "depth" which attracts the passerby.

In the daytime, the ranges are just as effective to those entering the store and ranges on the store floor itself visible from the street, serve as a window display.

**P**ERHAPS the first question of a prospect who is interested in the purchase of an electric range is, "How much does it cost to operate?" The Guarantee Electric Shop of Battle Creek, Michigan, secures the power bills of a number of people to whom it has sold ranges and posts these bills on a bulletin board in the store.

This is another example of how a little thought will eliminate sales resistance.



(Left) This bulletin board, on which the power bills of range customers are posted, sells ranges to others by definitely proving that these appliances, are not unduly expensive to operate.

**C.** M. Weisz, of the firm of Weisz and Brooke, contractor-dealers of Columbus, Ohio, finds that he can greatly facilitate fixture sales by giving each fixture on display a serial number.

Each fixture hung in his shop is provided with a metal tag bearing a number. These are obtainable in most any hardware store for as little as 3 cents per number. Mr. Weisz explains their use: "Frequently the husband wishes to drop in the following day and look at the unit. And when he does he has merely to ask for fixture number 32 or 33, which his wife has called to his attention.

"This system also simplifies the keeping of store records."



# New MERCHANDISE

*Recent Developments in the Appliance Market  
Gathered by the Editors*

## What Is New and Where to Find It in This Section

**Clocks**—Tork Clocks Windless, page 116.

**Cleaners**—"Univac," page 117; "Presto, Jr.," page 120.

**Cord Connector**—"Rodale," page 117.

**Fan**—W-P "Airster" 12-in. osc. in color, page 118.

**Floor Polisher**—"Universal" reduced in price, page 117.

**Furniture**—Electrified, page 120.

**Heaters**—Air, Market "Heetaires" portable and wall, page 120.

**Heaters**—Hot Water Bag, Steinmetz "Wilnik," page 118.

**Heaters**—Immersion, Steinmetz "Wilnik," page 118.

**Ironer**—"Little Wonder," page 117.

**Lighting Fixtures**—"Alabax" ceiling unit, page 119; "Red Spot" bronze commercial unit, page 120.

**Lighting Glassware**—Kopp Modernistic and Primatic units, page 120.

**Oil Burner**—"Marr" Model H, page 119.

**Oven**—"Ameco" wall-outlet oven, page 119.

**Percolators**—"Wear-Ever" aluminum, page 120.

**Radio**—"Sonatron" a.c. tube, page 119; Wirt voltage regulator for a.c. sets, page 119.

**Ranges**—L. & H. ranges in color, page 117.

**Refrigerator**—Williams "Ice-O-Matic," page 117.

**Refrigerator Cabinets**—"Rhinelander," page 117.

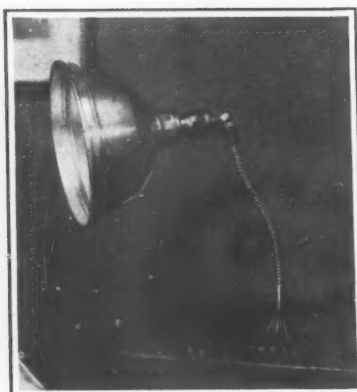
**Refrigerator Accessories**—"Silver-ice Balls," page 118.

**Therapeutic Equipment**—"Bran-Sun" ultraviolet projector, page 119; Wahle "Sun Beam Health Ray" therapeutic lamp, page 116.

**Toy Electric Steam Engine**—"Empire," page 116.

**Toy Train**—American Flyer, "President's Special," page 118.

**Wiring Devices**—Rodale armored toggle switch plug, page 117; "Weber" devices, page 118; G-E "Textolite" attachment plugs, page 118; "Kenex" plug and receptacle, page 119.



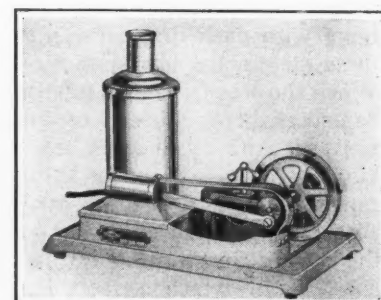
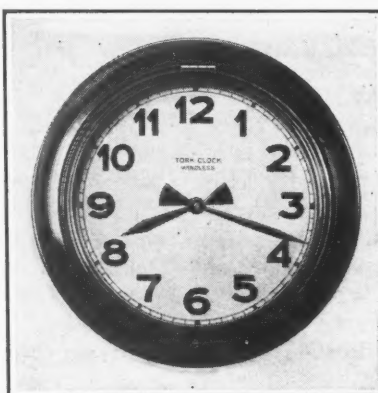
### "Sun Beam Health Ray" Therapeutic Lamps

Three models of therapeutic "Sun Beam Health Ray" lamp are being marketed by the Albert Wahle Company, Inc., Metropolitan and Morgan Avenues, Brooklyn, N. Y., a table model, No. 1250 (illustrated), No. 1251, a floor model, and No. 1249 a hand lamp. The diameter of the reflector of the lamp is 8½ in. No. 1251, the floor lamp, has white enamel and nickel sliding rod and is listed at \$14. No. 1250, the table lamp, has black and nickel finish and retails for \$9 while the hand lamp has white enamel handle and is listed at \$6. The lamps are wired complete with 260-watt bulb. — *Electrical Merchandising*, May, 1928.

### Tork Clocks Windless

Tork Clocks, Inc., 12 East 41st Street, New York City, has placed on the market a line of electrically operated clocks that can be furnished for any voltage, a.c. or d.c. The clocks have a reserve of 24 hours to take care of possible interruptions to current. They are guaranteed by the manufacturer for unusual timekeeping accuracy under all ordinary temperature conditions. The cost of operation, it is claimed, is less than a cent a year.

The line includes wall clocks for stores and offices, double-faced hanging clocks and double-faced street clocks. There is also a program signal wall clock which will ring a program of bells on any daily schedule desired. List prices range from \$40 up. — *Electrical Merchandising*, May, 1928.

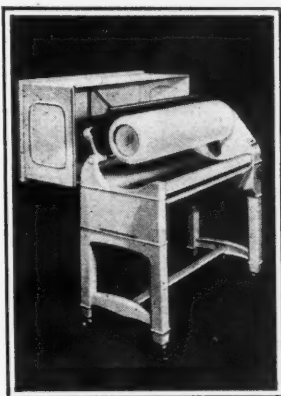


### Toy Electric "Steam" Engine

In appearance the new "Empire" magnetic engine of the Metal Ware Corporation, Two Rivers, Wis., is an almost exact replica of the famous old Corliss steam engine, being complete down to cylinder, connecting rod, fly wheel, piston, throttle, boiler and smoke stack. In principle, too, this engine is a steam engine, except that electricity from a common light socket is the "steam."

The electricity flows from the socket through a coil in the boiler shell. From here, it travels through the "steam" line, through the throttle valve to the cylinder—just as steam travels in the Corliss engine. In any cylinder, electromagnets provide the typical double action steam engine drive through the piston and connecting rod. — *Electrical Merchandising*, May, 1928.

## New Electrical Merchandise



### Cabinet Ironer

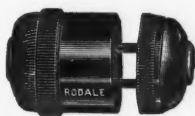
In the new "Little Wonder" ironer developed by the Wonder Ironer Sales, Inc., 4500 Euclid Avenue, Cleveland, Ohio, several desirable features are incorporated. The new model has knee control and full open ends. It is cabinet-enclosed, with white porcelain finish. The ironer is small when closed, serves as a kitchen table, having 26-in. roll. It can be had in gas or all-electric models. Intended list price, \$160.—*Electrical Merchandising*, May, 1928.



### L & H Ranges in Color

Alice Blue, Arabian Tan, Nile Green, Oriental Yellow and Coral Red are the colors offered in the new L & H Electric ranges of the A. J. Lindemann & Hoverson Company, Milwaukee, Wis. In the new ranges, these colors are set off by a lustrous background of Old Ivory.

The automatic temperature control used on the automatic models is direct action, operates without a relay on either d.c. or a.c. and is not affected by frequency or voltage changes. Such other distinctive features as cast iron cooking top, door frame and legs, invisible bolts, angle iron base band, porcelain enameled broiler pan, drawer-type drip pan with glass knob handle, have all been retained in this new line.—*Electrical Merchandising*, May, 1928.



### Cord Connector

The Rodale Manufacturing Company, 200 Hudson Street, New York City, is marketing a new cord connector, No. T-73. The contacts are made of elephant phosphor bronze and are designed to prevent the cap from pulling out. This heavy-duty connector is well designed and of neat appearance. Ample space is provided, inside, for wiring and a good strain relief as well. The connector may be had with or without cap.—*Electrical Merchandising*, May, 1928.

### "Ice-O-Matic" Refrigerator

The Williams Oil-O-Matic Heating Corporation, Bloomington, Ill., is announcing a new product in its "Ice-O-Matic" electric refrigerator. The refrigerator will be sold to dealers under the same terms as the "Oil-O-Matic" burner.

The refrigerator is furnished in boxes of 5 to 20 cu.ft. food storage capacity and retails at \$200 to \$260 for the machine and \$310 to \$515 for the box and unit.

Features of the new refrigerating unit are the 1-hp. a.c. 110-volt, 60-cycle motor, the "V"-type belt, of endless rubber fabric, held constantly at the proper tension by an automatic take-up. The compressor, motor and condenser unit are suspended in the bottom of the cabinet on shock-absorbing rubber-cushioned hangers to eliminate vibration. A two-cylinder heavy duty compressor is used on all jobs. The outstanding feature of the machine, the manufacturer describes is the exclusive patented oil trap which enables methyl chloride to be used as the refrigerant without danger of oil getting into the cooling unit.

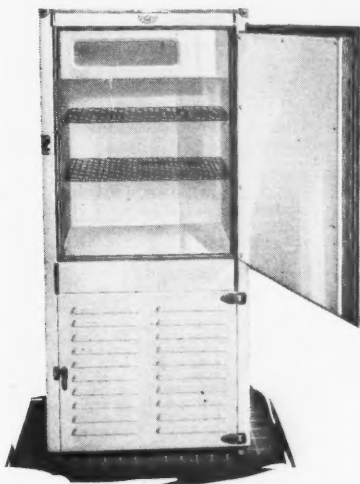
The cooling unit can be placed above or below the compressor, a desirable factor in apartment house installation where the compressor is installed to operate cooling units in two units in two or three different apartments. The machine, it is declared, has the reserve capacity to take care of two or three cooling units.

The boxes are of Armco Ingot iron, Duco exterior and one-piece porcelain lining.—*Electrical Merchandising*, May, 1928.

### Refrigerator Cabinets

The Rhinelander Refrigerator Company, Rhinelander, Wis., has developed a line of refrigerator cabinets for use with electrical refrigerating units. The cabinets are made in sizes for apartment use, in multiple installations and for homes, in sizes ranging from 6.26 cu.ft. gross interior capacity to 15.20 cu.ft. capacity. Apartment sizes range from 4.18 cu.ft. to 7.92 cu.ft.

The standard cabinets are offered in all-porcelain models and in metal exterior, lacquer finish, with white enameled interior lining, with white porcelain interior lining. The model illustrated is X-1A, with 6.98 cu.ft. interior capacity. Apartment models have white lacquer exterior finish, white enamel lining or porcelain interior and exterior.—*Electrical Merchandising*, May, 1928.



### New "Univac" Cleaner

Landers, Frary & Clark, New Britain, Conn., is announcing a new vacuum cleaner, the "Univac." In bringing out the new cleaner the company points out the market for a quality low-priced electric cleaner and offers its new machine on a basis of "over-the-counter" marketing.

The new machine has many features to recommend it: Unusually powerful suction, round lipped nozzle which effectively removes deeply trod-in dirt as well as surface litter, convenient switch control by means of toggle switch placed at the finger tips, dust bag of specially woven cloth, with wide opening at top and with inner sleeve that acts as a valve, preventing dirt from falling back into the cleaner or on the floor when emptying. It weighs but 12 lb. and is intended to retail at \$34.50, with attachments \$5 extra. The attachments include an 8-ft. web covered hose, a 30-in. extension tube, a 70-in. drapery nozzle and a utility bristle bar, for bare floors and extra-finely woven short nap rugs.—*Electrical Merchandising*, May, 1928.



### Armored Toggle Switch Plug

The Rodale Manufacturing Company, 200 Hudson Street, New York City, is announcing a new No. 800 armored toggle switch plug that is practically unbreakable. A strong coat of steel armor protects the cold-molded insulation. The plug has the latest type of side-toggle mechanism, and is of rugged construction. Inspected by the Underwriters' Laboratories.—*Electrical Merchandising*, May, 1928.

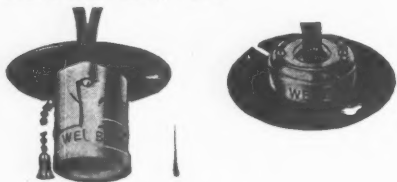
### "Universal" Floor Polisher Reduced in Price

Announcement has been made by Landers, Frary & Clark, New Britain, Conn., of the reduction in the price of the "Universal" electric floor polisher. This polisher, formerly listed at \$37.50, is now retailed for \$33.75.—*Electrical Merchandising*, May, 1928.

## New Electrical Merchandise

### "Weber" Wiring Devices

In announcing a line of new wiring devices of the Weber Electric Company, Henry D. Sears, general sales agent, 80 Boylston Street, Boston, Mass., points out the increasing use of standard outlet boxes for exposed wiring in cellars, garages and other places where appearance is not a prime consideration. To meet the demand for wiring devices to be mounted on these boxes, a line of new "Weber" devices has been developed. These devices include toggle switches, both single-pole and three-point and with nickel and porcelain covers; pull sockets and push sockets; and box covers with perforated rings attached to receive the "Weber" Royal sockets and other makes of sockets employing the well-known twenty-point construction. The box covers for all of these devices may be had in either 3½ or 4 in. sizes and these box covers may be had in either black enamel, galvanized or brass lacquer finish.—*Electrical Merchandising*, May, 1928.



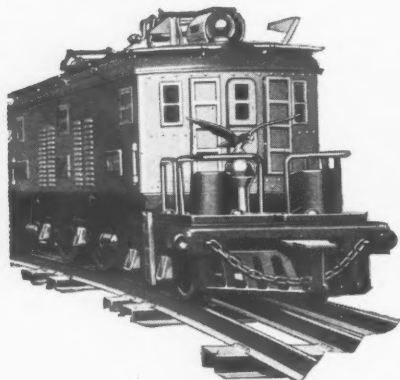
### Miniature Electric Train

A reproduction of the famous "20th Century" of the New York Central is the new "President's Special" miniature electric train of the Rainbow Line of the American Flyer Manufacturing Company, 2225 South Halsted Street, Chicago.

These features of the "20th Century" are built into this small electric duplicate: Automatic ringing bell on the locomotive, the bell ringing steadily unless shut off; the power switch with which the current can be shut off from the locomotive, allowing the lights to remain on when the train is not in motion; individual car lighting switches, located in the battery box, with the aid of which lights can be turned on or off in the cars; solid brass decorations throughout, including individual window inserts, etched nameplates, showing train names, car names and numbers and American Flyer Lines, steps, journal boxes, battery boxes, air tanks, handrails, vestibule diaphragms and other accessories that will delight the small boy.

The train is a de luxe wide gage train, 100 in. long, with locomotive and passenger coaches, and is finished in a two-tone shade of Rolls Royce Blue sprayed-on enamel, decorated with solid brass trim.

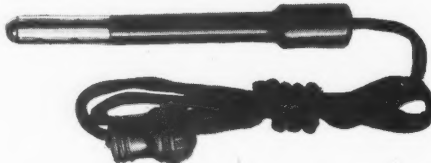
The Rainbow Line is a new 1928 line, including both narrow and wide gage freight cars, signals, bridges, tunnels, stations and other equipment.—*Electrical Merchandising*, May, 1928.



### Immersion Heater and Hot Water Bag Heater

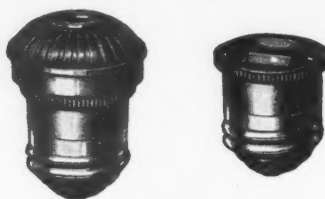
Two new "Wilnik" products are offered by the Steinmetz Heating Company, 30 Church Street, New York City—an automatic immersion heater and a heater for hot water bags.

In these heaters there are no heating elements to burn out, the manufacturer explains, the water serving as its own resistance between the internal electrodes. If the heater is not immersed in water it will not operate, making it practically fool-proof. The "Cozy" hot water bag heater is made to fit any hot water bag and the thermostat in the heater will automatically cut in at about 158 deg. and out at 160 deg., thus maintaining a constant temperature. The immersion heater is listed at \$1.75 and the hot water bag heater at \$3.75.—*Electrical Merchandising*, May, 1928.



### G.E. "Textolite" Attachment Plugs

Announcement is made by the General Electric Company, Merchandise Department, Bridgeport, Conn., of a line of new "Textolite" attachment plugs. "Textolite" is the G-E trade name for a strong, high-gloss compound. These plugs conform to the 660-watt, 250-volt National Electrical Code Standard. Cat. No. GE2620 and GE2345, in brown and black finish respectively, have 13/32-in. round cord hole while 2662 and 2661 have 9/32 x 1/8 in. oval cord hole. Plug bodies have deep locating slots. All exposed metal parts on caps and bodies are finished in polished nickel, providing a striking contrast with the "Textolite." List price on the plugs described is 40c. caps 20c. and bodies 20c.—*Electrical Merchandising*, May, 1928.



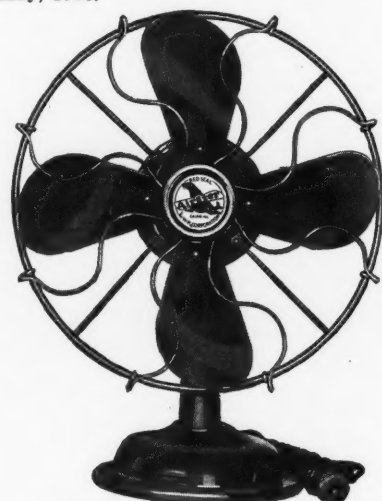
### "Silverice" Balls for Chilling Drinks

In marketing "Silverice" Balls the manufacturer, W. S. Glennan, 1 West 54th Street, New York City, explains that this new product is manufactured under a patent which covers all kinds and shapes of entirely enclosed and also hermetically-sealed containers and any substance therein, to be used in connection with any automatic ice-making refrigerator.

These "Silverice" Balls are made for use in any refrigerator that contains a freezing chamber or where there is a temperature below 32 deg. F. They are particularly recommended for use in those sparkling beverages that lose their sparkle and become flat when subjected to the action of ice melting into and diluting the beverage. In preparing for use, the Balls are placed into the ice tray of the refrigerator, first removing the grid from the tray. The tray is then returned to the freezing crypt and allowed to remain about the same length of time as was formerly required for freezing the water into ice cubes. The "Silverice" Balls are then ready for use and are placed into the beverage or liquids to be chilled. They require no more care than any other table service. After use they are washed, dried and returned to the ice-making chamber to be frozen again.—*Electrical Merchandising*, May, 1928.

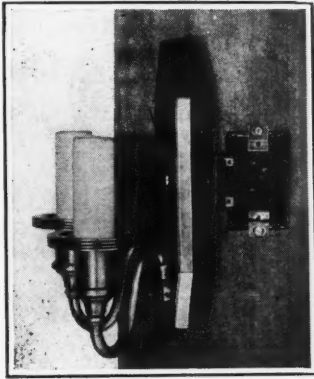
### 12-In. Oscillating Fan in Colored Finish

A new A.C., 12-in. oscillating fan placed on the market by the W-P Corporation, Electrical Division, Cairo, Ill., is called the Red Seal "Airster." Among the features claimed for it are the following: A dependable induction-type motor, 110 volts, 60 cycles, 50 watts; large "positive-oil-fed" bronze bearings; lubrication by means of grease cups and positive-feeding, felt wick oilers; wide curved blades, scientifically balanced and matched; single-speed lever switch in base; pressed steel base; eight-spoked, unit-welded guard; fully-enclosed "double-reduction-worm-gear" oscillating mechanism; simple and positive control for straight or oscillating operation; padded scratch-proof base; wires concealed in base. The fans are packed in individual shipping containers to make stocking and delivery easy. An attractive and sturdy cord with separable plug is standard equipment. This Red Seal "Airster" fan in black Duco finish is listed at \$15; with three-speed control in an assortment of color finishes—gray, mahogany, white and green, \$17.50. The W-P Corporation announces that it guarantees all its Red Seal fans against defects in materials and workmanship for two years.—*Electrical Merchandising*, May, 1928.





## New Electrical Merchandise



### "KeNex" Plug and Receptacle

To make the installation of wall brackets simpler and easier a new "KeNex" plug and receptacle have been designed and will be sold through jobbers, the jobbers being supplied by Harvey Hubbell, Inc., Bridgeport, Conn., George Richards & Company, 557 West Monroe Street, Chicago and Lighting Accessories Service, 124 John Street, Bridgeport, Conn. Other wiring device manufacturers, it is declared, if they so desire, may arrange to sell the "KeNex" products to their jobbing trade.

The plug and receptacle have been designed to fit the standard outlet boxes now on the market and to accommodate practically all types and designs of wall brackets and the product, as it will be offered to manufacturers, will provide for such usages as are now followed in his construction. The plug and receptacle have been polarized by means of two dissimilar sized prongs on the plug, which correspond to respectively dissimilar slots in the receptacle, making it impossible to make the wrong connection. The strap bridge is made of brass and the body of the receptacle and plug are of solid bakelite. — *Electrical Merchandising*, May, 1928.

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### "Marr" Oil Burner

The new Model "H" burner offered by the Marr Oil Heat Machine Corporation, 1000 Chestnut Street, Philadelphia, Pa., has only one moving part. Instead of spraying the oil into a pot or combustion chamber, or into the furnace direct, a mixing chamber is installed in the furnace, where the oil is converted into an oil vapor and mixed with air before being burned. The oil is not sprayed or pumped into the furnace. The mixing chamber sets low in the furnace and the flame above it flares outwardly, thus obtaining best possible results from equipment designed to burn coal. The intended retail price of the burner is \$395, complete, including installation, tank and automatic thermostat. — *Electrical Merchandising*, May, 1928.

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### "Sonatron" A.C. Radio Tube

The Sonatron Tube Company, 16 Hudson Street, New York City has brought out a "Sonatron" X-401 A.C. tube which, with nothing more than a suitable transformer, and some wire, is claimed to transform battery sets into A.C. receivers.

The new tube has the cathode connections in a bakelite cap on the top of the tube. A variable resistance across aerial and ground serves as a volume control. In this way, a cable harness is unnecessary and the process of converting the battery set to A.C. operation is greatly simplified. — *Electrical Merchandising*, May, 1928.

### New "Alabax" Ceiling Units

Pass & Seymour, Inc., Syracuse, N. Y., has just introduced another addition to its "Alabax" line in the new ceiling unit pictured, No. AL 1200.

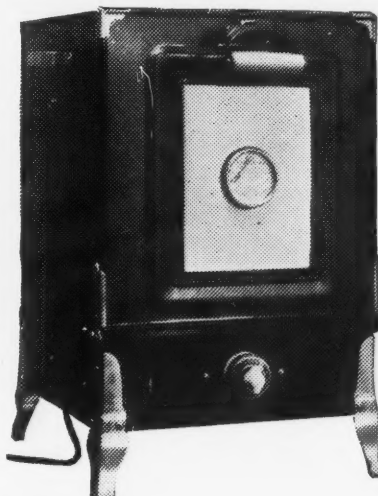
In addition to presenting beautiful color effects which include stripes as well as all-over colors, the fixture offers many other advantages. It can be supplied with 2½-in., 3½-in. or 4 in. fitter for glassware or a porcelain ring when the lamp is exposed. The unit can be had with suitable provision for three-conductor cord for use with combined pendant switch and convenience outlet, being then known as AL 1202. The unit will find popular use in kitchens, hospitals, clubs, stores, restaurants, beauty parlors, barber shops and any place where an attractive porcelain fixture is required. — *Electrical Merchandising*, May, 1928.



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### Wall-Outlet Electric Oven

The American Metal Specialty Company, Inc., 3 Appleton Street, Boston, Mass., is bringing out a new "Ameco" electric oven, intended for operation from a wall outlet. It is equipped with three-heat control switch, rated at 660 watts high heat, 330 medium heat and 165 watts low heat, at 110 volts. The oven is specially recommended by the company for use during the summer season, in the summer cottage and camp. It is portable and can be conveniently carried anywhere. Its outside dimensions are 21 in. high, 13 in. wide and 13 in. deep. Intended retail price, \$16.50. — *Electrical Merchandising*, May, 1928.



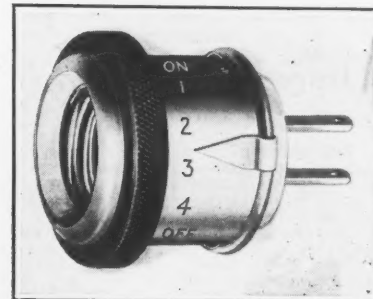
### Ultraviolet Projectors

In the field of electro-therapeutics there have recently appeared two new ultraviolet projectors, known as the "Bran-Sun"—products of Chas. A. Branstetter, Inc., 297 Washington Street, Buffalo, N. Y. The projector is made in portable table and in pedestal models, identified respectively as Models 4 and 5.

The reflector is bell-shaped, 10½ in. in diameter, 7 in. deep and is mounted on a nickel-plated brass swivel joint that allows it to be tilted into any position desired. The reflector itself is of spun aluminum, scratch-brush finish inside, black crystal finish outside. It is equipped with aluminum safety visor that protects the patient from any by-products of arc combustion. A nickel-plated brass removable screen is provided, which is held firmly in place by a spring arrangement, thus completely enclosing the active arc elements. The ornamental iron base is finished in black crystal.

A specially-designed balance or resistance coil limits the current to a correct value and at the same time generates a certain proportion of the Infra-Red radiations. High grade standard National Therapeutic Carbons, size 6 M/M, 6 in. long, are provided and these, when consumed, may be easily replaced. Different types of carbons may be had to meet the various requirements. The projector is intended for use on any current of 110 volts, a.c. or d.c. and consumes approximately 660 watts. Intended price of No. 4 table model, with 12 National Therapeutic "A" Carbons and 2 prs. of amber colored goggles, \$36.50, carrying case, \$10; No. 5 pedestal model, with similar accessories, \$47.50. — *Electrical Merchandising*, May, 1928.

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### Voltage Regulator for A.C. Radio Sets

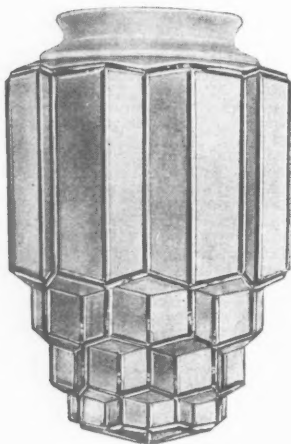
The Wirt Company, Philadelphia, Pa., has just put on the market a new voltage regulator for a.c. radio sets. The new regulator, No. 211, is described as an inexpensive and efficient device to provide perfect radio selection and reception. It is claimed to control voltage so that too heavy a load does not reach the tubes, guarding against burned-out tubes and static. — *Electrical Merchandising*, May, 1928.

## New Electrical Merchandise



**Modern Lighting  
Glassware**

Following the trend for the modern note in lighting equipment, Kopp Glass, Inc., Swissvale, Pa., has designed the two units illustrated. No. 923 the modernistic unit above, is made in Delica white cased glass and in a light ivory glass in various color effects in modernistic decoration and also with plain lines. The illustration shows the unit in onyx decoration. The Prismatic number, 936, below, is furnished in different sizes in crystal and Havana glass, plain, also with crystal stripe.—*Electrical Merchandising*, May, 1928.



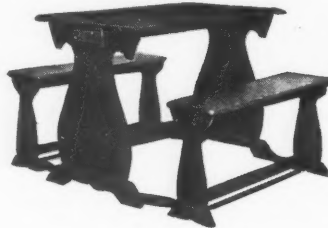
**Improved "Presto, Jr."  
Cleaner**

Announcement has been made by the Metal Specialties Manufacturing Company, 338 North Kedzie Avenue, Chicago, of improvements in its small hand cleaner, the "Presto Jr." This little cleaner has a motor, a high suction design, a dirt bag, a handle, a switch and a motor brush. It weighs but 3½ lb.—*Electrical Merchandising*, May, 1928.



### New Electric Furniture

Announcement has been made of the formation of the Electric Furniture Corporation, with showrooms and offices in the St. Clair Building, 154 East Erie Street, Chicago, centrally located near the Furniture Mart. The company has developed several distinct types of furniture which solve a problem of paramount importance to the entire electrical industry—convenience outlets. Every model is equipped with a patented "Utilitap"—a three-outlet tap mounted flush with the surface of the woodwork. Three models are now ready for distribution—the 1807 "Puritan" model and two models of the "Util-Table" Nos. 1911 and 1913.—*Electrical Merchandising*, May, 1928.



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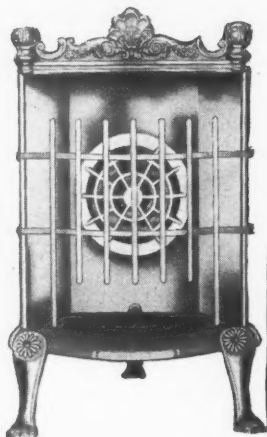
### Portable and Wall Heaters

Markel Electric Products, Inc., 145 Seneca Street, Buffalo, N. Y., is marketing a line of "Heetaires"—electric heaters in wall and portable types.

The portable models are offered in reflector and cylinder styles. No. 40 is rated at 660 watts, 110 volts and No. 40 at 1,000 watts, listing respectively for \$7.50 and \$8.50. Nickel finish.

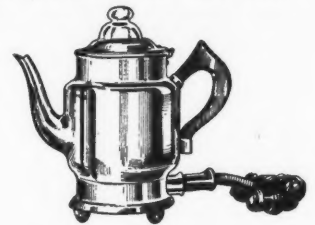
The cylinder models, 30 and 32, are 15½ in. high and 10 in. in diameter, the former rated at 660 watts, listing at \$8.50 and the latter, 1,000 watts, \$9.50.

In the wall type heater the element is made of No. 21 gage Nichrome IV wire. The housing is circular and is made of refractory material which retains the heat of the coil and warms the air currents as they pass through it. Nos. 10, 12 and 18 heaters have ratings of 660 watts, 110 volts, 1,000 watts (110 v.) and 1,000 watts, 220 volts, listing at \$12.50 in nickel or antique brass finish and \$15 in white porcelain enamel, with prices for No. 12 and No. 18 \$13.50 and \$16, according to finish. No. 20 has double element, with two switches, 110 volts, 1,320 watts, or can be used as 110 volts, 660 watts, \$20 and \$22.50. Nos. 22 and 28 are similar in size and design and are rated at 2,000 watts (No. 22, 110 volts; 28, 220 volts), listing at \$22 and \$24.50.—*Electrical Merchandising*, May, 1928.



**Two "Wear-Ever"  
Percolators**

In the well-known "Wear-Ever" aluminum line of the Aluminum Cooking Utensil Company, New Kensington, Pa., two electric percolators are being offered, No. 1346 and No. 1272. These percolators may be had with red or blue handle, to tie in with the present popular color note, or with black handle, with cords in color to match the handles. They are of 6-cup capacity. The intended retail price of No. 1346 with black handle and black cotton cord is \$7.50; with red or blue handle with silk matching cord, \$7.95. No. 1272 is \$6.50 in black and \$6.95 in color.—*Electrical Merchandising*, May, 1928.

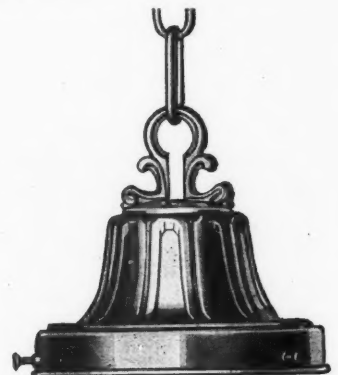


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### Bronze Embossed "Red Spot" Hangers

The new line of commercial fixtures just announced by The F. W. Wakefield Brass Company of Vermilion, Ohio, are in richly embossed bronze. The fixtures will be known as the 1900 "Red Spot" line and include chain pendants with holders from 2½ in. to 8 in., ceiling types in the same range of sizes, and wall brackets with 2½ in., 3½ in. and 4 in. holders.

While the basic appeal of the new units is to the "eye," the hangers have many structural improvements to recommend them. An approved adjustable hickey developed by the company is utilized to facilitate hanging the pendant and sidewall types, while the ceiling type is equipped with a unique and versatile strap and goes into position "like screwing the top on a mason jar." Although canopy holder and chain are of bronze, the new "Red Spots," are listed at prices approximating a good grade of brass fixture of comparable size and type.—*Electrical Merchandising*, May, 1928.



*Electrical Merchandising*, May, 1928



# Manufacturers' "Dealer Helps"

*Show window, counter, mail advertising and specialty aids offered to help the dealer get more business*

## National Mazda Lamp Counter

In offering its new lamp counter, the National Lamp Works, Nela Park, Cleveland, Ohio, explains that the display is the result of much study and many experiments to produce a lamp selling unit that would most effectively combine the methods which have proven desirable in modern merchandising.

The new lamp counter stocks and displays the five types of the standard line of National Mazda lamps at the point of sale. It is made to attract favorable attention with its flashing multi-colored light which radiates through five lamps displayed in the panel. A corona of light is also formed by radiation through the lamps which are placed in a semi-circular top of the display panel. Test sockets are provided on each side of the display panel. The nine openings in the top of the panel offer an effective method of displaying flame tint and colored lamps in addition to the standard line.

Carton sales are stimulated by the placing of a carton at the right and left of the display panel and the use of a display card. There is also a chart showing the proper size lamps to use with popular types of lighting fixtures. Space for stocking an extra carton each of 25, 40 and 100-watt lamps is provided in the back of the lamp counter.

The counter is 27½ in. wide, 25½ in. deep and 22½ in. high. It is made of heavy metal with a solid wooden base and is finished in walnut, to blend with other permanent fixtures. The lettering is in gold. It is completely wired and ready for use. A



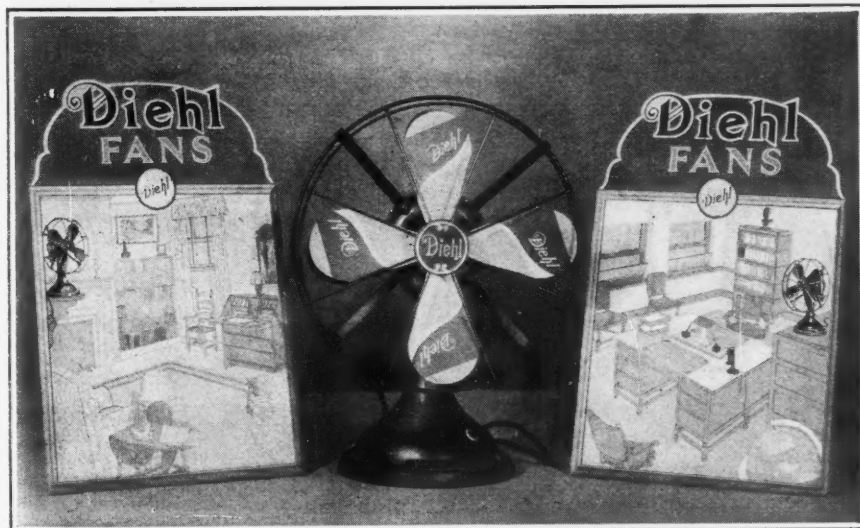
This new lamp counter designed by the National Lamp Works comes in two pieces, which are quickly and easily put together by merely applying two screws equipped with thumb nuts. This arrangement is a distinct advantage to the lamp distributor, the company points out, for he can, if he wishes, place the upper part of the counter, or the display panel, in the window as the center of the trim and keep the merchandising half of the counter inside the store. The first units will be ready for delivery the latter part of May and orders will be filled in the order in which they are received.

100-watt lamp provides the entire illumination employed in the display. The counter may be purchased, as shown in the display, for \$6.95 f.o.b. Coshocton, Ohio. A walnut-finished metal table on which it fits securely may be had for \$5 extra.

"IS IT PRACTICAL FOR ME TO COOK BY ELECTRICITY?" is the title of an interesting little booklet published by the Malleable Iron Range Company, Beaver Dam, Wis. The material is a reprint of an article by Alice Blinn, assistant editor of "The Delineator" and gives an excellent picture of the advantages of electrical cookery.

NATIONAL MUSIC WEEK is being celebrated the week beginning May 6, the first Sunday in May. A series of display material has been prepared by the National Music Week Committee, 45 West 45th Street, New York City. The material includes a seal for use on outgoing mail, a window or automobile windshield sticker, a round hanger for store or window display and a billboard or general display poster.

THE ACME LIGHTING PRODUCTS, INC., 2114 Woodland Avenue, Cleveland, Ohio, has an attractive catalog on its lighting fixtures. The catalog has been carefully prepared. It contains many colored illustrations representing the finishes of the fixtures and may be used in presenting the line to prospective customers.



## Color and Motion in New Diehl Fan Display

By means of a paper "dress" in color, for the fan blades of the 12-in. Diehl fan, the Diehl Manufacturing Company, Elizabethport, N. J., has created an unusual display that gives a whirl of color when the fan is in motion. It is also effective when the fan is not running. These paper blade covers are easily adjusted and are held in place by a gummed flap. The easel-back window cards are also in vivid color, depicting home and office use for Diehl fans. In addition to the display material listed, there is a complete line of sales helps available to Diehl fan dealers including a three-color nickel wall, window or counter sign.

## "Maytag" Dealer Helps

That the mirror display showing the washing action of a washer has lost none of its effectiveness is pointed out in a recent issue of "The Profit News," the Maytag publication. "During the past year," says the company, "some dealers have shown a tendency to pull away from this old reliable display and have used other displays which, while effective, do not have the proved pulling power of the mirror." In calling attention to the success of the mirror display the company states that a quantity of mirrors is kept on hand for the convenience of its dealers and the mirror is now being offered at the price of \$5, f.o.b. Newton, Iowa or branches.

Another service offered the dealer is instruction in making a cut-out demonstrator machine for his own use. Practically the only tools needed, it is explained, are a small bit and a good hack saw. Because of the demand for cut-out washers, to show all the working parts of the washer, and because of the company's inability to supply the demonstrators in quantity, the company has prepared a series of close-up photographs showing the dealer how he can make his own cut-out demonstration washer.





### "Hotpoint" Iron Display

Without any inscription the display pictured would be identified with the Edison Electric Appliance Company, Chicago, for who does not know the little "Hotpoint" Redman? This colorful window card calls attention to the heat-regulating features of the new Super Automatic iron.

THE MILLER COMPANY, Meriden, Conn., has a new catalog on its Miller line of residential lighting fixtures. It is known as catalog No. 162 and is a 56-page book, in color. Reproductions of the fixtures are so accurate that the catalog can be used as a selling manual.

THE GRAYBAR ELECTRIC COMPANY, Lexington Avenue and Forty-third Street, New York City, has two new window displays on its new iron and sewing machine. Each display consists of one large window or counter card and five small cards, measuring 3 in. x 12 in., each of the small cards stating a feature of the appliance. The iron display has blue background with center in color while the sewing machine cards have blue background with darker blue and white imprint.

### "Royal's" Paint Up and Clean Up Campaign

Building its appeal upon the new "Royal" spray attachment for vacuum cleaners, the P. A. Geier Company, Cleveland, Ohio, has adopted the slogan, "Paint Up and Clean Up, BOTH with a "Royal Cleaner" for the series of dealer helps in which spraying is featured equally with cleaning.

The spray attachment, as is pointed out by the card illustrated, not only opens up a vast new field of usefulness for the vacuum cleaner, but gives the cleaner a masculine as well as a feminine appeal. With this attachment, various painting jobs around the house can be done. An automobile can be repainted in half a day by any man who is at all handy, wicker furniture can be painted in a fraction of the time taken to do the job by hand, fruit trees and rose bushes can be sprayed, the hen-house "de-loused" and the dog "de-flead," power for the painting and spraying jobs being furnished by the vacuum cleaner.

This new approach in vacuum cleaner selling, the manufacturer states, has already demonstrated such remarkable results that the entire spring sales effort of the company is concentrated upon the spray attachment appeal. A complete array of dealer helps prepared along these lines is now ready for distribution and includes mailing folder, envelope enclosures, 24-sheet billboard poster and a striking window trim.

### Home Equipment Primer

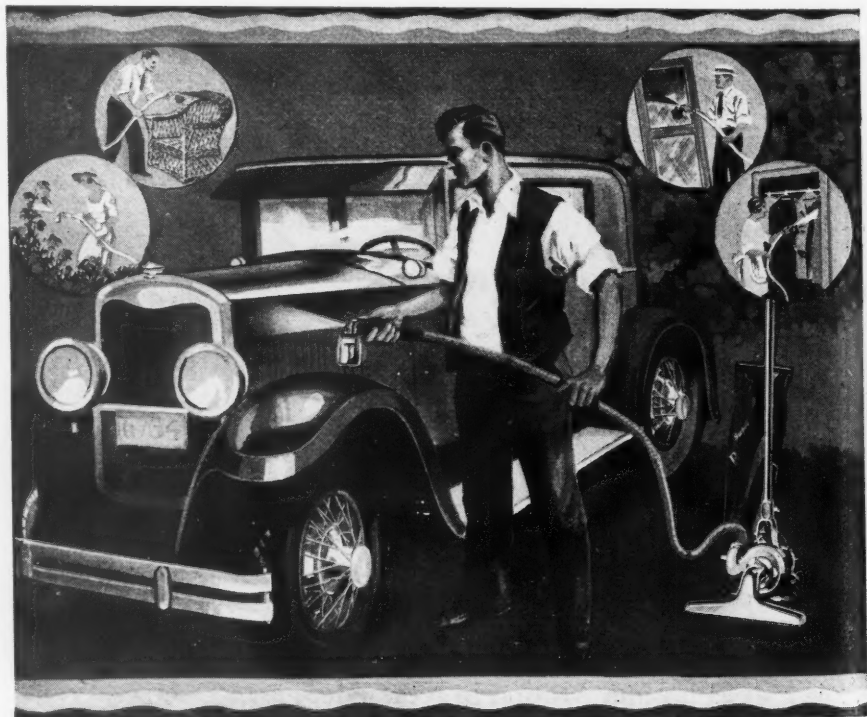
Of interest to every one in the electrical field concerned with the use of electricity and electrical products in the country's homes is the report recently issued, in book form, by the General Federation of Women's Clubs. The report is a summary of the survey undertaken by the General Federation of Women's Clubs, Mrs. John D. Sherman, president, in an effort to bring about better housekeeping methods and consequently, the elimination of drudgery. The purpose of the Primer, Mrs. Sherman points out, is to visualize just what science and industry have made available to American homemakers for the elimination of needless drudgery and for the increase in operating efficiency in housekeeping methods.

The Primer is divided into five sections, each section dealing with equipment in various territories such as those within reach of electric light and power service only, those within reach of electric light and power service and town water works, etc. All sections deal with electric service except No. 1, which is devoted to equipment for homes not within reach of any public utility.

National headquarters of the General Federation of Women's Clubs is 1734 N Street, N. W., Washington, D. C.

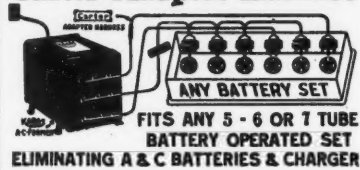
THE AUTOMATIC ELECTRIC WASHER COMPANY, Newton, Iowa, has prepared its No. 3 Adcatalog to assist its dealers to promote sales through newspaper advertising. Whether two or three ads are to be used or a consistent schedule during a period of several weeks, the book will be found equally valuable. It contains a large selection of 1, 2, 3 and 4-column ads and, except for inserting the price and terms, they may be used just as shown.

THE WARREN ELECTRIC APPLIANCE COMPANY, Warren, Pa., has just issued a new bulletin describing and illustrating "Weaco" automatic electric water heaters.



As part of its dealer help material prepared to emphasize the appeal of its new spray cleaner attachment and open up a large new field for the cleaner, the P. A. Geier Company is offering a striking window display for which the illustration pictured is the central feature. A complete assortment of sales aids is available to promote the company's spring campaign plan of "Paint Up and Clean Up."

### Convert Your Present Receiver to A-C using Karas A-C-Former & Carter Adapter Harness



### Radio Display Card

Clearly pointing out the use of the Karas "A-C-Former" and the Carter Adapter Harness in converting battery-operated radio sets to a.c. operation, is the new display card offered by the Karas Electric Company, 4040 North Rockwell Street, Chicago. The card measures 16 in. x 12 1/2 in. and is executed in green, red, black and gold.

THE STANDARD ELECTRIC STOVE COMPANY, Toledo, Ohio, has now ready for distribution an attractive four-page letterhead, form A-145. The letter has the first page reserved for the dealer's letterhead and message while the inside spread shows an assortment of representative models of Standard ranges. The back cover shows four models in color, giving suggestions in regard to colored ranges. The publication is made up in five colors and is available to dealers at a small charge per thousand to cover printing of their letterhead on the first page. This company also has available sample packets of sales helps from which the dealer can choose those required to fill his needs.

THE GAINADAY ELECTRIC COMPANY, Pittsburgh, Pa., has a number of newspaper ads available to its dealers. The ads are suggested as a start for the dealer's spring campaign and are offered in three sizes—two, three and five columns.

Our Platform:  
More Outlets  
and Appliances

The Weather:  
Spring  
Clean Up

# The Firing Line News.



New York

"For the Man at the Sales Front"

May, 1928

## Red Seal Committee Favors Two Sets of Specifications

Recommends Maximum and  
Minimum Ruling

NEW YORK, N. Y.—The subcommittee on national specifications, appointed by the Red Seal Planning Committee of the Society For Electrical Development, held its second meeting in New York on March 26th.

Preliminary to drafting a specification, the subcommittee adopted the plan of having two specifications, a minimum, and a recommended ideal or 100 per cent specification. In drafting the minimum requirements, the committee gave consideration to the opinions and thoughts expressed by conferees during the recent Mid-Winter Conference of Leagues, as well as those received in the mail.

Regarding the ideal or 100 per cent specification, the committee felt it should consult with lighting and wiring authorities within the industry, before completing the final draft.

## Corking Copy Contest Closed

3,600 "Ads" Submitted by Utilities  
to Advertising Ass'n Judges

CHICAGO, ILL.—P. L. Thomson of Western Electric, J. C. McQuiston, Westinghouse, and T. J. McManis of G.E., appointed judges in the Public Utilities Advertising Association's better copy contest for utilities, which closed on April 1, are busily engaged in fighting their way through the 3,600 ads submitted.

One hundred and fifty-eight leading public utility companies entered the contest and submitted newspaper and periodical advertising which appeared in 1927. The awards—for the three best ads in the electric, gas and transportation divisions—will be made jointly by the Public Utilities Advertising Association, National Electric Light Association, American Gas Association and American Electric Railway Association at the annual convention of the P.U.A.A. in Detroit, July 10th.

## Utah Power "Up and at 'Em" Again in Latest Drive

Utility Serving 74,000 Residential  
Customers Sold 1,841 Washers  
in 27 Days Though Field  
Is 50% Saturated

Idaho Company Close Second with  
847 Sales in Month to  
24,000 Customers

By W. Neal Gallagher  
Special to *Electrical Merchandising*

SALT LAKE CITY, UTAH.—There isn't much to tell about the Utah Power & Light washing machine campaign. It's a good deal like "Topsy." It just "grewed" up.

When you stop to consider that Utah has only about 74,000 residential customers, with a saturation of fully 50 per cent, you get some idea of the tremendous job which they have done in selling 1,841 washers in 27 days. Offering terms of \$1 down and \$5 per month no doubt has a lot to do with the suc-

cess of the sale and these terms are a good answer to those in the industry who seem to think that electrical appliances should be merchandised like automobiles.

There wasn't a man, woman or child in the Provo Division that didn't sell one or more Automatic washers during the month. P. M. Parry is the Commercial Manager of the Utah Power & Light Company and R. M. Bleak is the Superintendent of Merchandise Sales. Both gentlemen are responsible for the success of the campaign and much credit is due them.

As great as the Utah campaign turned out to be, it is almost overshadowed by the record which has been made by the Idaho Company during the same month. The Idaho Power people serve only 24,000 customers, with a saturation percentage in washers equal to that in Utah, but during March they sold 847 washers.

## Weber, Refrigeration Mgr.

CHICAGO, ILL.—G. B. Weber, who has been active in the electrical division of the Benjamin Electric Manufacturing Company, has been appointed manager of the company's refrigeration sales. R. W. Staud will direct advertising and sales promotion in the division.

## Electro-Kold in Portland

PORTLAND, ORE.—The Electro-Kold Corporation, electric refrigerator manufacturer of Spokane, Washington, has opened a Portland office at 227 Sixth Street, to be known as the Electro-Kold Sales Company of Portland. E. P. Hample is in charge.

## Electrical Industry's Participation in Home Remodelling Movement Calls for \$15,000 Expenditure

Hodge, Representing Industry at  
Meeting, Reports that Associa-  
tions Will Endeavor to Make  
Provision for Expenditure  
in Next Budgets

CHICAGO, ILL.—The Home Modernizing Bureau of the national building industries was organized April 11, at the Blackstone Hotel, Chicago, its purpose, as stated by Chairman Walter J. Kohler, of Kohler, Wis., being "to establish, through co-operative effort, practical and effective means for developing, maintaining and stabilizing volume and profits within the market." This "modernization movement" was fully outlined on page 75 of the April issue of *Electrical Merchandising* and in editorials which appeared in preceding issues.

The electrical industry was represented at the meeting by W. H. Hodge, of the Byllesby Engineering and Management Corporation, a member of the Electrical Industry Sales Conference, who reported that, at this time, none of the organized electrical bodies were in a position to contribute financially to this movement but that all had endorsed it and would endeavor to provide a place in their next budgets for such a course of action.

An estimated apportionment of the co-operative economic interest of the commodity groups in the building industry calls for a total expenditure by the electrical industry of \$15,000, \$5,000 to be raised by Utilities, \$8,000 by manufacturers of appliances and wiring supplies and the remaining \$2,000 to be obtained by manufacturers of lighting fixtures. The total sum to be raised to support the movement is \$112,400 to be obtained from the three above mentioned electrical industry divisions and the manufacturers of 34 commodities which are used in the building trades.

The executive board of the bureau consists of Mr. Kohler, president; A. Trieschmann, of the National Lumber Manufacturers' Association, senior vice-president; Oscar W. Rosenthal, of the Asso-

## Membership of Radio Commission Now Complete



With the extension of the life of the Federal Radio Commission until February 23, 1929, and the confirmation of all its members, the Commission now has a complete working organization. From left to right are: Sam Pickard, Zone 4; O. H. Caldwell, Zone 1; Judge Eugene Sykes, Zone 3; Harold A. Lafount, Zone 5; Ira E. Robinson, Zone 2; and, standing, Carl H. Butman, secretary of the Commission.





You're safe, too, when you use Durabilt Products. These Quality Wiring Materials help you do the best job in the shortest possible time.



#### **DURAWIRE**

Rubber-Covered Wire and Flexible Cords

#### **DURAFLEX**

The Safe Armored Cable and Flexible Steel Conduit

#### **DURACORD**

The heavy-duty Portable Cord

#### **DURADUCT**

The fast-fishing Single-Wall Loom

#### **DURAX**

The Non-Metallic Sheathed Cable of Known Quality

Order Durabilt Products by name from your Jobber

# DURABILT PRODUCTS

REG. U.S. PAT. OFF.

*Speed up wiring jobs*

TUBULAR WOVEN FABRIC COMPANY PAW TUCKER CO.



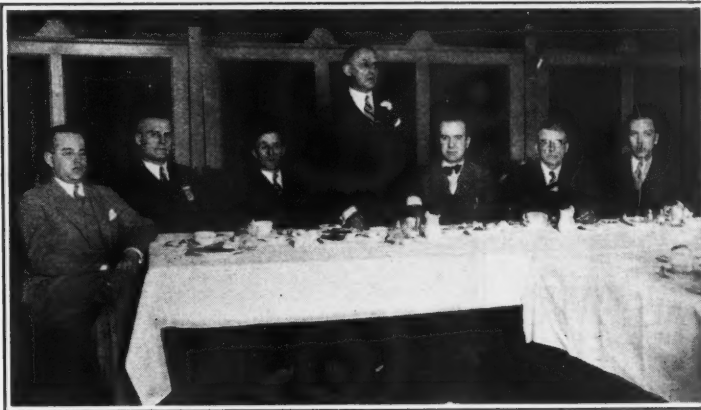
ciated General Contractors of America, second vice-president; Otto Salick, of the United States League of Building and Loan Associations, third vice-president; and George E. Piper, of Household Magazine, secretary.

## Waffle Irons, Hand Irons, Now Ranges!

Georgia Power Sells 88 Ranges in First 3 Days of Campaign. Quota Calls for Sale of 500 in Month

ATLANTA, GA.—Now that the Georgia Power Company's sales force has put aside two successful minor appliance campaigns—in which they sold 5,620 electric irons and 1,975 waffle irons—they have trained their siege guns against "His Mighty Mogul O. M. Quota," who is defending an electric range bogie of 500 units.

Three days of the campaign over, the company announced the sale of 88 ranges, with the rest of the month period, until April 12th, to go. \$300 worth of prize money is offered to high men and district managers and one of "Henry of Detroit's" brand new masterpieces of the road will go to high man. The company is telling the southern world about Westinghouse "Flavor-zone" cooking. The campaign organ is "Flivver-zone."



### Ain't It the Truth?

Photographers seem to take fiendish delight in catching a man "off guard" and choose such moments to release a ton or two of high explosive. If one is inclined to be nervous the effect is weird. For instance, we can vouch for the fact that P. Brosseau, ass't mgr. of the Electric Club, Chicago, rarely if ever, takes 40 winks directly after demi-tasse. At Mr. Brosseau's right: F. A. Coffin, sales mgr. Milwaukee Elect. R'way Co., C. A. Bridges, pres. Elect'l League of Milwaukee and of the Moe-Bridges Co., Walter Kohler, pres. Kohler Co., R. J. Wensley, Westinghouse engineer, C. Schmidtbauer, pres. Julius Andrea and Sons and J. S. Bartlett, mgr. Elect'l League of Milwaukee.

## Duplex Outlets, Red Seal Standard in Detroit

Rated at 120 Watts in Recent Decision

DETROIT, MICH.—Duplex outlets are now Red Seal Standard for residential installations in Detroit. According to the Electrical Extension Bureau of that city, in

the past it has been the practice to rate duplex outlets at 240 watts, or double the rating of the single outlet. This has often required the installation of additional circuits for duplex jobs.

Investigation reveals that single outlets are being converted into multiple outlets anyway, through the use of 2 and 3 way receptacles, so a recent decision rates both duplex and single outlets at 120 watts.

The Bureau continues: "The advantages of the duplex outlet are obvious and the increased cost is but a few cents. Single outlets will continue to be used for special purposes, such as for flatirons, washing machines and fireplace heaters."

## Dyson to Manage Miller Company Sales

Warren, Western Sales, Resigns to Join Monowatt Corp.

MERIDEN, CONN.—H. L. Dyson, who has been with The Miller Company for the past 21 years, until recently as eastern sales manager, has been appointed general sales manager of the company. In addition, he is assistant secretary of the company.

A. F. Warren, who has been western sales manager with headquarters in Chicago has resigned to accept a similar position with the Monowatt Corporation, another division of The Miller Company.

## McKean Distributes Copeland

PITTSBURGH, PA.—Rapid progress is reported by the McKean Company of Pittsburgh, recently organized to take over the distributorship of Copeland refrigerators in the district. At a sales meeting held last month 102 men received campaign instructions.

## Tousley Is New Fire Protection Ass'n Field Secretary

Succeeds W. J. Canada in Important Position

CHICAGO, ILL.—Victor H. Tousley has been appointed Electrical Field Secretary of the National Fire Protection Association succeeding W. J. Canada, who has held the position for a number of years. Mr. Canada has accepted a position with the National Electrical Manufacturers' Association. Tousley, who for a number of years contributed to *Electrical Merchandising*—interpreting The National Electrical Code—assumed his new duties on May first. Temporarily, he has an office at the Underwriters' Laboratories, 207 East Ohio Street, Chicago. He has been associated with the Department of Gas and Electricity of the city of Chicago for the past twenty-five years and for the past fifteen years has been Chief Electrical Inspector of that Department. In addition, he has been a member of the Electrical Committee (National Electrical Code) of the N.F.P.A. for the past fifteen years, during which time he has served as a member or as chairman of many of the important sub-committees. He is also a member and past president of the Electric Club of Chicago.

## Steak for Three



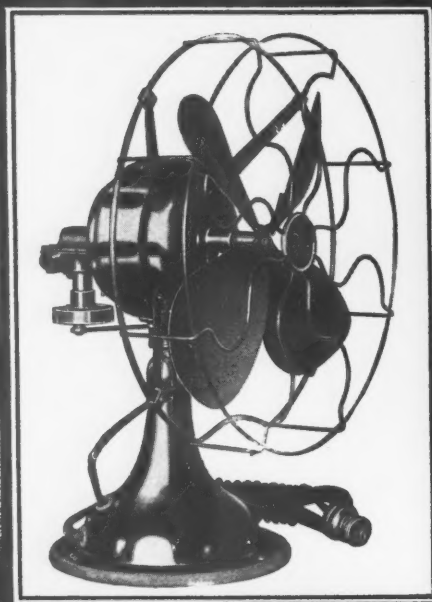
Charles A. Pierson, president Standard Stove (left) is always on the qui vive for business—even at Penage Lake, Ontario. Note pencils and note book in his pockets. Or maybe it's a check book. He probably needs one to feed that hound. A coincidence—J. F. N. Cuthbert is Standard's purchasing agent!

## Grant With Star Electric

NEWARK, N. J.—George F. Grant, who has for several years been connected with R. K. Carter & Company of New York, as supply buyer, has joined the Star Electrical Supply Company in charge of the wholesale electrical merchandising department. The company is expanding its field and in addition to wiring supplies and devices will feature lighting equipment, fitments and accessories at wholesale.

## Electrical Conventions on the Calender

Artistic Lighting Equip. Ass'n.	With Exhibits	Hotel Sherman, Chicago	June	11-16
Ass'n. of Electricians, Int. Camp Cooperation VIII.	With Exhibits (S.E.D.)	Hotel Stevens, Chicago	August	6-11
Canadian Elect'l Ass'n.		Ass'n. Island, Henderson Harbor, N. Y.	August	2-7
Elect'l Supply Jobbers Ass'n.	Annual Meeting	S. S. Richelieu from Montreal	June	20-23
Nat'l Elect. Light Ass'n.	Annual Meeting	Hot Springs, Va.	June	4-8
	Northwest Div.	Atlantic City, N. J.	June	4-8
	North Central Div.	Portland, Ore.	June	19-22
	Middle West Div.	Breezy Point, Minn.	June	15-16
	Pac. Coast Div.	St. Louis, Mo.	May	9-14
	East Central Div.	Hotel Huntington, Pasadena	June	12-15
	Michigan Section	Cedar Point, O.	July	10-13
		Mackinac I., Mich.	July	5-7
Nat'l Elect. Credit Ass'n.	30th Annual Meeting	Mount Pleasant House, Bretton Woods, N. H.	July	16-17
Nat'l Elect. Manufact'rs Ass'n.	Annual Meeting	Hot Springs, Va.	June	11-15
	Pac. Coast Div. Policies Div.	Los Angeles, Cal.	June	12-15
		Ass'n. Island, Henderson Harbor, N. Y.	Aug. 29-Sept. 1	
Pub. Utilities Adv. Ass'n.	Pac. Coast Div. and Int. Adv. Exp.	Los Angeles, Cal.	June	12-15
Radio Manufact'rs Ass'n.	With Exhibits	Detroit, Mich.	July	8-12
		Stevens Hotel, Chicago	June	11-15



## You Can't Sell "Shelf Loafers"

**D**EALERS have learned there isn't a "loafer" in the Robbins & Myers line. They earn their salt. That's why, year after year, the same old names appear on the dotted line.

You can't sell "shelf loafers" so we won't build 'em. Life is too short to waste time trying to sell people something they don't want. So—

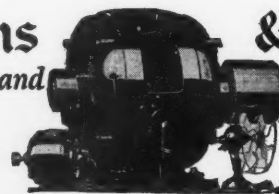
We build into R. & M. fans the eye-soothing beauty people like. We give them generous blades that even in repose seem to radiate cool comfort. We equip the oscillating fans with the R. & M. patented exclusive mechanism that gives  $5\frac{1}{2}$  to 7 oscillations through 75 to 95 degrees, depending on size.

In short, at competitive prices R. & M. fans are a real buy. That's why people buy them—why they don't loaf on dealer's shelves.

*Be ready for the first warm days.  
Send for "Robbins & Myers Fans—1928"  
and select your entire line.*

**THE ROBBINS & MYERS COMPANY**  
Springfield, Ohio                      Brantford, Ont.  
*Agencies in all principal cities of the world*

**Robbins & Myers**  
Fans and Motors





## Much Ado About Sub-Standard Appliances in East

Electrical Board, New York, Studying Question. Boston Contractors Pass Resolution

NEW YORK, N. Y.—The question of sub-standard appliances has been considerably in the limelight on the east coast this past month and two interesting moves for the clarification of the existing situation have come to our attention.

In New York, The Electrical Board of Trade, Inc., has appointed a committee which will devote itself to the crystallization of the thoughts and intentions of the industry along lines which may result in the control of the manufacture and sale of sub-standard materials and appliances. This committee is composed of the following men:

H. R. Sargent, General Electric Company; Louis Freund, contractor; Edward C. Brown, contractor; Harry Kirkland, Society for Electrical Development; L. E. Moffatt, Electrical Merchandising; Frank Pattison, consulting engineer; Theo. H. Joseph, contractor.

And in Boston, Mass., at the last meeting of the Contractor-Dealer's section, Metropolitan Electrical League, the following resolution was read by H. M. Haley, electrical engineer and contractor, and adopted:

### "WHEREAS

"We, the Contractor-Dealer Members of the Metropolitan Electrical League, believe that the manufacture, distribution and installation of non-approved and sub-standard electrical materials and appliances constitute a menace to the public who are not generally aware of the hazard, and as the said inferior products are detrimental to our good business practices, we wish it to be:

### "RESOLVED

"That we agree to vigorously proceed to do our share to eliminate non-approved and sub-standard electrical materials and appliances from our market.

"Recognizing the great task confronting the electrical industry before favorable results can be shown we hereby petition our manufacturers, distributors and central station to back us up in this our resolution

"Further, realizing the necessity of co-operation with others pledged



Klein of A.L.E.A.

On the boardwalk—Atlantic City—George J. Klein, new president of the Artistic Lighting Equipment Association, Mrs. Klein and daughter. Mr. Klein is president of the Novelty Lighting Corporation, Cleveland.

to the same aims, we hereby offer our assistance and influence, subject to our Board of Directors, to groups in other territories formed or to be formed, for the purpose of promoting the safe and efficient use of electricity.

"Again, we pledge ourselves individually to assist in educating the public to the safety, long life, and efficiency of high grade electrical materials and appliances, by explaining the subject to our customers at every opportunity and to condemn cheap substitutes, that constitute a menace to the user and to our business."

### N. W. Belmuth Joins Artcraft

BROOKLYN, N. Y.—N. W. Belmuth, well-known in the lighting fixture industry and to electrical men generally, has joined the Artcraft Metal Stamping Corporation manufacturers of lighting fixtures, as vice-president and sales manager.

Mr. Belmuth has been for thirty years associated with lighting fixtures and his friends in the trade spread from coast to coast. Among his industry affiliations he is a director of the Artistic Lighting Equipment Association and treasurer and director of the New York Electrical Credit Association.

## Roadsters and Ranges

LOS ANGELES, CALIF.

—If the bulk of the automobile buyers used their cars for seven or eight years before buying new, what a problem the car manufacturers would face.

They don't—but Roadsters are not Ranges.

For in Southern California this is the electric range situation, according to the Southern California Edison Company and a campaign is under way which is expected to eliminate 4,000 old ranges from the Edison lines.

The campaign has been in progress for one month. Liberal trade-in allowances are being made, these covered by a company appropriation. And 139 exchange sales have already been closed.

## 508 Sales in Georgia Power Range Rally

Atlanta, Athens, Rome, Dublin, Knock Quotas Into "Cocked Hat" on 27th Day of Month's Campaign

ATLANTA, GA.—508 Westinghouse electric ranges have been added to the Georgia Power Company's lines in the last 27 days, with three more campaign days to go as we print this note.

Athens sold 115 ranges, Rome, 104, Dublin, 75, and the six Atlanta stores, counting the home office, sold 204.

Some lucky salesman is going to win a Ford roadster when all is said and done and the ranges all delivered. Detroit's pride is first prize.

### Oakley Sells Electro-Kold

BOISE, IDAHO.—The Electro-Kold Corporation of Spokane, Washington, has a new distributor in Boise, Oakley and Sons, who will distribute the electric refrigerator in southwestern Idaho.

## Move to Standardize Domestic Refrigerators

Engineering Standards Committee to Concentrate on Boxes for Time

NEW YORK, N. Y.—A general conference of refrigeration interests met in New York on March 30th upon the suggestion of the American Home Economics Association and the American Institute of Architects and voted unanimously for standardization proceedings under the direction of the American Engineering Standards Committee.

Activity, for the present at least, will be concentrated on the standardization of boxes. The need for such work may be judged by the findings of one manufacturer who reported the results of tests conducted in connection with three boxes, each about the same size. To maintain a suitable temperature one melted 22 lbs. of ice per day, another 28 lbs. and the third, 34 lbs. per day, more than 50 per cent greater than the first box tested.

Fifty representatives were present at the meeting held in the Engineering Societies Building, under the chairmanship of W. J. Serrill, vice-chairman of the American Engineering Standards Committee. Industry and group opinions were outlined by Dr. Louise Stanley of the United States Bureau of Home Economics; J. F. Nickerson, American Institute of Refrigeration; Commander H. N. Wallin, Navy Department; H. F. Ryder, Harder Refrigerator Company and H. P. Edwards of the American Society of Refrigerating Engineers.

### Muench Starts Own Company

CHICAGO, ILL.—C. W. Muench, for nine years director of the sales and advertising of George Richards & Company, manufacturer of "Hemco" products, has announced the organization of a new company, C. Wendel Muench & Company, 557 West Monroe Street, manufacturers' advertising agent. The organization will specialize in electrical accounts, rendering direct-by-mail and general advertising service.

## REG'LAR FELLERS

## The New Model

By Gene Byrnes



From the "N. Y. Herald-Tribune"



## Colorado League Made 2,003 Educational Calls in 1927

**Annual Report Also Indicates That Red Seal Plan Sponsored by Group Sold 7,365 More Outlets**

DENVER, COLO.—In its annual report for 1927, the Electrical League of Colorado reports that its representatives made a total of 2,003 educational calls on Architects, Builders, Electrical Outlets, Home Builders and Miscellaneous Business men connected with the construction field in behalf of the electrical industry of Colorado. The League also sponsored a campaign on convenience outlets (reported in full in February *Electrical Merchandising*) which was the means of selling 1,647 additional outlets. This figure, plus additional outlets obtained through year-round Red Seal activity, equipped Colorado homes with 7,365 additional convenience outlets.

The League was also particularly active in connection with a Christmas Lighting Campaign and a number of similar activities which brought increased business to local electrical dealers.

### Marks With Wonder

CLEVELAND, OHIO.—Wonder Ironer Sales, Inc., of which L. E. LeVeé is president, has acquired a new executive and stockholder in A. R. Marks, formerly with the Bloch Company, who has purchased an interest in the company and has also been elected vice-president and treasurer. Louise M. Sheppard is secretary. W. E. Adlard, assistant treasurer. Francis H. Beam and R. A. Bishop, directors.

## Mohawk on Warpath for Perculator Business

**Employees in New York Utility's 8 Divisions Are Campaigning Dover**

ALBANY, N. Y.—There should be a lot of "scalps" drying on the Mohawk-Hudson community ridge-pole by this time. Company properties are just finishing a Dover percolator drive which has been running for two weeks in the Capitol district, Greenwich, Mohawk, Northern, Oneida, Schenectady, Syracuse and Utica districts.

One thousand five hundred and seventy-five dollars in cash and a silver loving cup has been provided by the central "teepee" to be awarded to winning "braves" and for the past two weeks the woods

have been full of Indians after Dover sales.

First prize to the employee selling the largest number of percolators will be \$300. Second, \$200 and third \$100. In addition 68 other prizes of from \$5 to \$25 will be awarded. A commission of 50 cents will be paid to each employee for each percolator sale. Regular company salesmen will receive this commission but are not eligible for prizes as a special attempt is being made to stimulate sales through non-selling employees. The commission is paid when percolators are delivered. Sales without delivery by the salesperson reduced the commission to 40 cents.

Territorial prizes are also being awarded to winning districts.

## Copeland Shipments Gain

DETROIT, MICH.—Copeland Products, Inc., refrigerator shipments during the first quarter in 1928 are 45 per cent greater than in 1927, according to W. D. McElhinny, vice-president in charge of sales.

Heavy demand during March forced the addition of night shifts and on April 9 orders on hand were 225 per cent greater than last year.

Copeland sales outlets have increased in number from 250 two years ago to 1,300 at the present date.

### Carlisle With "First Love"

CHARLOTTE, N. C.—P. M. Simpson, branch manager for the Carolina States Electric Company, at Charlotte, says that J. P. Carlisle, formerly with the company as a salesman, has come back into the fold and is working out of Charlotte serving the trade in Durham, Raleigh and eastern North Carolina.

## Pierson Pilots Standard Stove

**Elected President at Recent Board Meeting**

TOLEDO, OHIO.—At a meeting of the board of directors of The Standard Electric Stove Company the following officers were elected: Charles A. Pierson, president; P. C. Tiedeman, vice-president; Charles F. Turner, treasurer and V. K. Perkins, secretary.

Mr. Pierson is the former general manager of the company. Plans have been completed for a new plant at Oakwood Avenue and the New York Central Railroad. This will contain a porcelain enameling plant.

## Contractors to Caper at Coming Convention

**New York State Association Meets in Rochester in June**

ROCHESTER, N. Y.—The N. Y. State Association of Electrical Contractors and Dealers will hold its annual convention in Rochester from June 11th to 12th. A. Lincoln Bush, president of the Association, advises that members of all branches of the industry will be welcomed with open arms at the get-together and suggests that those wishing to attend communicate with him at 906 6th Avenue, New York City, or write Louis Freund of 23 West 31st Street, New York.

### New Syracuse Branch Mgr.

EUGENE, ORE.—A. C. Smith, who has been with the Easy House-keeping Shop, Los Angeles, since 1924 in the capacity of district manager, has been made district manager for the Syracuse Washing Machine Corporation, controlling sales in Oregon and northern California, with headquarters at Eugene.



### Art In Industry

We have word that Ethel Ashby, of the Royal Eastern Electrical Supply Company's advertising department is now selling to central stations and department stores for the New York distributor.

## Kelvinator Sales Far Ahead of Last Year

**First Quarter Shows Great Gain in Earnings Over Corresponding Period Last Year**

DETROIT, MICH.—The directors of the Kelvinator Corporation have decided to sell 125,000 shares of treasury stock to a group of men in Detroit. The proceeds, together with receipts from current operations, are expected to enable the company to liquidate its bank debt of \$3,684,000.

Net income of \$3,790 was reported by the corporation for the quarter ended on March 31, against a net loss of \$443,834 in the corresponding quarter a year ago. For the first six months of its fiscal year ended on March 31 there was a net loss of \$463,682, against one of \$985,202 in the same period last year. Sales have been running each month this year from 30 to 60 per cent, ahead of the same period last year.

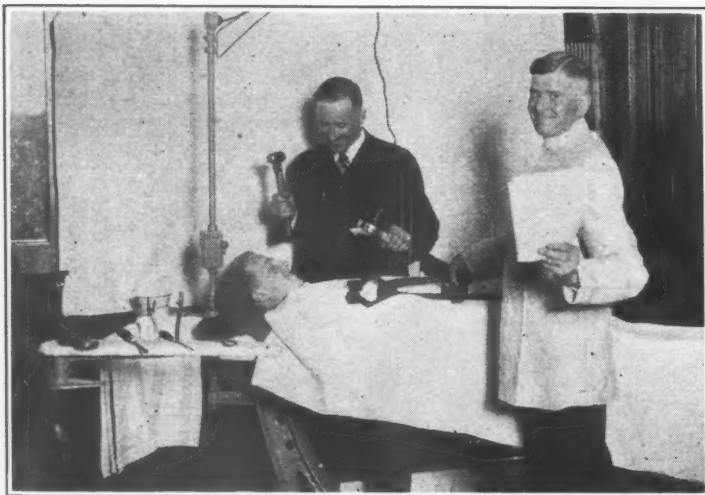
## For Individual Fixture Sales Byron Takes the Cake

**Colorado Utility Man Sold 212 Duplex-a-lites in 25 Days**

FORT COLLINS, COL.—Earl Byron of the Fort Collins office, Public Service Company of Colorado sold 212 lighting fixtures in the company's recent 25-day campaign in which 3,240 fixtures were sold.

In appreciation of Byron's efforts he was presented with an all-expense paid trip to the manufacturers plant in Meriden, Connecticut, where an annual sales conference was in progress.

## And Then They Called the Wagon



E. B. Snyder, winner of the Dominion Power & Transmission Company's recent Simplex ironer sales contest demonstrates the way in which he extracts the down-payment from a refractory prospect, using the ironer which he received from W. E. Perry of the Canadian Ironing Machine Company as a pseudo operating table. Little difficulty is experienced in securing the order, according to Mr. Snyder, once the prospect is induced to assume this position.



PEERLESS 1928 Fan window displays are full of life, action and color. They sell the idea of "cool off" on hot days—of comfort—quietness and safety in every room in the home and office.

Flexible enough for any window—large or little—this display can be put in place with a very small amount of time and labor compared with the effectiveness of the showing—and the sales results. When not in the window, the posters make excellent store cards, too.

"Profit with Peerless" this year by sending for complete details of the Peerless 1928 Fan plan. Peerless Fans have 35 years of quality reputation—and the fan selling season looms just ahead.



The PEERLESS ELECTRIC

Peerless  
FANS-MOTORS GENERATORS

COMPANY WARREN, OHIO.

ESTABLISHED 1893



## Farm Electrification Experiment To Be Conducted

N.E.L.A. Co-operating in Project Which Calls for Construction of 8 All-Electric Farms

WASHINGTON, D. C.—An experimental project of considerable interest to agriculture is to be set up near here shortly by the National Electric Light Association's committee on the relation of electricity to agriculture operating in conjunction with a Maryland state committee.

Seven or eight farms located within easy driving distance of the National capitol are to be completely electrified, with a full complement of household labor-saving devices as well as apparatus for cutting ensilage, sawing wood, pumping water, grinding feed, elevating grain, threshing, milking, separating, lighting henhouses and for the performance of a multitude of other agricultural jobs.

This project—to be known as the National Rural Electric Project—will not only become the "Mecca" of those thousands of agriculturalists who visit Washington each year, demonstrating the practical uses of electricity on the farm, but will also develop new uses for electricity in the performance of farm duties. For instance, the group will endeavor to determine the cost of insect control through the use of lights which lure insects to exterminating pans; will experiment with electrical hay drying methods, soil treatment, farm refrigeration, stationary spraying and a number of other problems.

It has been decided, however, that prior to the electrification of this experimental farm group there will be erected on the grounds of the Agricultural College of the University of Maryland an exhibition building in which will be housed exhibits of the experiments to be carried out in the National project and also on the various state experimental lines.

Following is the personnel of the joint committee:

Dr. R. A. Pearson, President, University of Maryland; Sen. A. G. Ensor, Master of Maryland Grange; Douglass Burnett, Chairman Maryland Committee, Consolidated Gas Electric Light and Power Co.; S. H. McCrory, U. S. Department of Agriculture; Mrs. J. Edgar Myers, Maryland Federation of Women's Clubs; Dr. H. J. Patterson, Director and Dean, College of Agriculture and Experiment Station, Univ. of Maryland; Charles F. Stuart, Representing National Electric Light Association; I. W. Heaps, Secretary, Maryland State Dairymen's Association; Dr. Thos. B. Symons, Director Extension Service, University of Maryland; Dr. E. A. White, Director, Committee on the Relation of Electricity to Agriculture; John H. Drake, Genl. Mgr. Eastern Shore Public Service Co.; Harvey B. Derrick, Maryland Extension Service; James W. Davis, President, Maryland Farm Bureau Federation; Prof. R. W. Carpenter, University of Maryland; F. A. Myers, Genl. Mgr. Consolidated Public Utilities Co.; R. Paul Smith, V. P. The Potomac Edison Company; H. A. Brooks, Com'l. Mgr. Potomac Electric Power Co.



Fire!

Ada Bessie Swan, chairman of the Home Service Committee of the N.E.L.A. and home economics director for the Public Service Electric and Gas Company broadcasts cooking lessons over the radio from WAAM, Newark, N. J. Just imagine folks . . . Miss Swan is instructing an amateur cook in the gentle art of cooking tripe . . . the youthful aspirant follows instructions step-by-step . . . she puts it on the range . . . waits patiently for instructions to take it off . . . and a tube goes bad. . .

## Bryant Buys Hemco

Will Expand Line and Continue to Distribute Through Jobbers

BRIDGEPORT, CONN.—According to M. A. Curran, vice-president and general manager of the Bryant Electric Company, manufacturer of metal shells, lamp sockets, accessories, switches, etc., the company has purchased the Hemco Company, originator of phenolic molded wiring devices.

Bryant will expand the Hemco line and develop new composition devices. It will continue to distribute all materials through jobbers and will stock Hemco products in Bridgeport, Chicago and San Francisco.

## Hill Joins Perfection Appliance

Will Aid in Development of Splitdorf-Bethlehem Subsidiary's New Ironer. Al. Graham on Sales Staff

NEWARK, N. J.—The Splitdorf-Bethlehem Electrical Company has announced that Herman Hill, for many years consulting electrical and mechanical engineer and advisor to an eastern group of financiers, is now enrolled under the banner of the Perfection Appliance Company, one of its subsidiaries.

Hill's experience will be particularly valuable in view of the developments which are to take place in connection with the electric ironing machine now being manufactured by Perfection.

Al H. Graham, formerly campaign manager for Servel in the south eastern division, has already taken up his new duties with Perfection as special sales representative in the field. He will work out of Detroit with no especially assigned territory.

## Whe-e-e SPLASH!



To watch this gang of appliance merchandisers cavort around at NELA Park camp one would think that there are not already enough aviators suffering from immersion. Here's J. A. Herbert, commercial manager of the Ohio Public Service Company, Mansfield, on his way to the bath. Wonder if anyone threw him soap? And towels . . . ?

## A Billboard Within a Billboard



Here's a new sort of display window used by the People's Outfitting Company to sell electrical appliances in Detroit. There is a "display room" with a glass front built into the board and in this room the company displays "Sunnysuds" washers.

## Aladdin Is Crowing About An Artist

MUNCIE, IND.—"Ed" Fager, the designer who paints all the pretty pictures on Aladdin lamps, submitted a landscape called "The Evening Song" to the Hoosier Salon at Marshall Field's galleries in Chicago last month and came off with the John C. Shaffer \$500 prize. The company is "tickled pink."

## Northern Illinois Public Service Will Have Model Farm

Will Be Wired to Red Seal Specifications

CHICAGO, ILL.—A model farm on which practically everything will be done electrically is being established by the Public Service Company of Northern Illinois on an 80-acre tract about two miles directly west of Mundelein in the central portion of Lake County, Illinois.

Farm buildings will include a residence, barn, garage, hog house, chicken house, implement shed, farm office, brooder house, model dairy house, farm workshop, well-house, and silo.

When completed the farm will serve both as a model electrical farm open for inspection and study, and as a practical farm to be operated on an efficient business basis.

Both the house and the barn will be wired according to Red Seal specifications which provide for a definite number of convenience outlets for the attachment of various appliances. It is believed that this will be the first barn ever wired under the Red Seal plan.

## Applegate New V.P.

DETROIT, MICH.—S. Earl Applegate, whose photo appeared in the *Firing Line* last month, has been appointed vice-president and a director of the Ironrite Ironer Company. "S.E.D." has been with the Ironrite outfit for just one year as sales manager, and during that period ironer sales have increased 400 per cent.

## Belden Represented in Frisco

SAN FRANCISCO, CAL.—The Belden Manufacturing Company of Chicago is now represented on the west coast by the Wallace R. Lynn Company of 268 Market Street, selling to jobbers in the territory west of Denver. This is Lynn's only electrical line and the company would be interested in other manufacturer connections in this field.